WRESTLING • RAMBO • ROCKY • MOONLIGHTING

MAD

No. 264 July 1986

IND

Our Price $1.35 Cheap!

CLOSE-UP OF THE FABULOUS MOOLAH'S STRETCH MARKS!

WE'RE GIVING AWAY FREE BOOKS!!!

NUMBER 264 JULY 1986

MAD

"A masochist is one who paints himself into a corner and then applies a second coat!" —Alfred E. Neuman

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA *editors*
LEONARD BRENNER *art director* **TOM NOZKOWSKI** *production*
CHARLIE KADAU, JOE RAIOLA, SARA FOWLER *editorial assistants*
DICK DE BARTOLO *creative consultant*
JACK ALBERT *lawsuits* **ANNE GRIFFITHS** *logistics*
GLORIA ORLANDO, M.C. GAINES, TINA HOLLOWAY *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

DEPARTMENTS

A HARD ACT TO SWALLOW DEPARTMENT
When The Coke-Pepsi Rivalry Gets Out Of Hand 37

A REMINGTON STEAL DEPARTMENT
"Moonfighting" (A MAD TV Satire) 4

BERG'S-EYE VIEW DEPARTMENT
The Lighter Side Of 18

CRYSTAL BRAWL DEPARTMENT
MAD's Pro Wrestling Predictions 14

DICK DePARTMENT
A MAD Peek Behind The Scenes At A Health Spa 24

DON MARTIN DEPARTMENT
One Grim Morning In South America 13
One Grim Afternoon Over The Mediterranean 36
One Grim Twilight In The South Pacific 45

GETTING BLOOD FROM STALLONE DEPARTMENT
When The Rambo Influence Spreads Everywhere 28

GOOF OF PURCHASE DEPARTMENT
Why 999 Shoppers Out Of 1,000 Never Collect Those Manufacturers' Rebates 31

HEAVY MENTAL DEPARTMENT
MAD's Sure Signs Of Insanity 26

HUCKSTERMANIA DEPARTMENT
MAD's Wrestling Promoter Of The Year 41

JOKE AND DAGGER DEPARTMENT
Spy Vs. Spy 23

LETTERS AND TOMATOES DEPARTMENT
Random Samplings Of Reader Mail 2

MARGINAL THINKING DEPARTMENT
"Drawn Out Dramas" by Sergio Aragones ..... **

MAY THE FOES BE WITH YOU DEPARTMENT
"Rocky V–XI" Or, "The Italian Scallion Vs. The Great Hollywood Villains" 34

RON FOR THE MONEY DEPARTMENT
The Reagan White House Garage Sale 16

SERGIO ARAGONES DEPARTMENT
A MAD Look At Water Sports 46

THE DUCATS OF HAZARD DEPARTMENT
The High Risks Of Front Row Center 10

**Various Places Around The Magazine

COVER ARTIST: MORT DRUCKER COVER IDEA: CHICK GLITZ

MAD (ISSN 0024 9219) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, N.Y. 10022. Second class postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 8 issues $10.75 or 24 issues $26.75 or 40 issues $42.75. Outside U.S.A.: 8 issues $13.75 or 24 issues $33.75 or 40 issues $51.75. Entire contents copyright © 1985 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 MADison Avenue, New York, N.Y. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

Printed in U.S.A.

VITAL FEATURES

"MOON-FIGHTING" (A MAD TV SATIRE) Pg. 4

MAD'S PRO WRESTLING PREDICTIONS Pg. 14

BEHIND THE SCENES AT A HEALTH SPA Pg. 24

WHEN THE RAMBO INFLUENCE SPREADS EVERYWHERE Pg. 28

MAD'S WRESTLING PROMOTER OF THE YEAR Pg. 41

A MAD LOOK AT WATER SPORTS Pg. 46

PUBLISHING PUZZLER

A pile of garbage in the shape of a MAD paperback is actually being sold in bookstores across the country...

UNBELIEVABLE!
UNBELIEVABLE!
UNBELIEVABLE!
UNBELIEVABLE!

BIG BONUS OFFER

Yep, our boss offered us a big bonus if we could come up with another of these ridiculous headlines to catch your eye—'cause he's dying to get rid of all them full-color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid that we've got in stock. They're great for framing, or lining the bottoms of bird cages. Send 60¢ for 1, $1.25 for 3, $2.55 for 9, $5.15 for 27 or $10.35 for 81! Mail to: MAD Magazine 485 MADison Ave., New York, N.Y. 10022.

LETTERS AND TOMATOES DEPT.

ROCKHEAD IV..AND AGAINST

I thought your satire "Rockhead IV" was cruel, insulting and cold. Since I hated the movie, thanks for printing it!

Glenn Updike
Elmira, NY

I'm VERY displeased at your magazine. How can you print such trash about the Rocky movies? I've seen not one, but two of your recent covers insulting the greatest actor of all time. Every Rocky movie portrays courage, loyalty, and in the fourth one, patriotism. What is wrong with that? America needs more movies like this and I think Sylvester Stallone should be commended for his superior films. I've seen Rocky IV eight times now, and plan on seeing it a lot more. Please find some other movie to write about and leave Rocky IV alone. This movie is too good to be insulted.

(Miss) Julie Koerner
Overland Park, KS

We have stopped ridiculing Rocky IV and moved on to Rocky V-XI (see page 34)! —Ed.

ANOTHER NIXON COVER-UP?

If Sylvester Stallone makes your cover one more time he'll tie Richard Nixon as the person who has graced your front cover the most times (second to Alfred, of course)! Are you that sick of Stallone that you're going to ruin his career like you did Nixon's?!

Bruce Liber
Eggertsville, NY

P.S.: Nixon covers: #56, 60, 114, 122, 153, 171
Stallone covers: #194, 231, 235, 259, 262...?

I loved your article "Announcements of The Day" in MAD #262. But I have one question: How do you enter the Richard M. Nixon High School? Do you enter it thru the watergate?

Brian Adair
Downey, CA

We'll PARDON you on that one! —Ed.

THE MAD ZEPPELIN

As a devout fan of Led Zeppelin, I was enraged to read your decimation of the group's final record in the article "Badly Needed Warning Labels For Rock Albums." As any real music critic knows, the cuts on *Coda* were powerful, driving material! I believe it is more fitting that the warning label "Studio outtakes and awful rejects thrown together only to satisfy contractual obligations" should be attached to the covers of your MAD paperback books!

John Carangelo
Fredonia, NY

Our paperbacks don't need a warning label. People who buy MAD are expecting trash! —Ed.

REPRIEVE IT FOR BEAVER

Gee guys, your piece about our old series, "Leave it to Beaver," was pretty neat. Today we're hard at work on our up-dated versions of the Cleaver family, called "Wally and the Beaver" for Universale Pay TV. Anyway, I really liked your version, even though I'm a grown-up, fully mature man these days. By the way, I was kinda wonderin'...could I sign up for your Integrity Record Club advertised on the back cover? It sounds real near. My penny's enclosed.

Jerry Mathers, "The Beaver"
Los Angeles, CA

Your article on our old series was pretty good, but I'd appreciate it if you could do me one favor. My friend and former little brother, the Beav, mistakenly thought your record ad was legitimate. Could you please disregard the little goof's application? But you can keep his penny—the little knucklehead can chalk that up to experience.

Tony "Once a Big Brother, Always a Big Brother" Dow
Los Angeles, CA

Jerry Mathers and Tony Dow Enjoying MAD'S Spoof of Them

MORON MAIL

At a masquerade party recently, I snapped this picture of a famous lookalike. Yes, you're right...the lookalike resembles Opus the penguin from the "Bloom County" comic strip!

Don Darnell
Springfield, VA

A Bird and a Turkey

AUDIO RESPONSE

I'm *not* an educator or an accredited instructor, but I was shocked and disgusted to see your "Get 8 Records For A Penny" ad on the back of MAD #262. I feel this is an important subject which people need information on! What this ad actually shows is three perfectly good examples of how to KILL someone's record business. Was the extremely slight amount of humor in it worth the damage and possible loss of potential customers that this negligent and irresponsible article could cause?

Donna M. Gage
Lubbock, TX

Choke on it! —Ed.

Your ad tells it like it is. I belong to one of those record clubs and you guys are really on the "crystal" ball.

Jeff Blackman
Kenne, LA

PSYCHOLO-JEST

In your "Mad Aptitude Test, Will You Make a Good Psychiatrist," you think "suppressed anger" and "unconscious urges" are impressive shrink gibberish? Ha! No sophomore Psych major capable of writng an exam on "abreactive cathexis" or "Oedipal tranference" would ever be guilty of phrases so intelligibly colloquial.

Richard D. Erlich
Oxford OH

So what's your point? —Ed.

Please Address All Correspondence To:
MAD, Dept. 264, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed cramped envelope!

COMPLIMENTS??

I've been buying your magazine for *4* years now, and during that *4* years I've listened to my teachers tell me that MAD is terrible for me. They say MAD is an immoral, degrading magazine that is just as bad as *Playboy* and *Penthouse*. Imagine my surprise when I found a MAD article ("Sports Cars We'd Like To See") printed in one of my reading textbooks! Thank you for making my textbook as immoral and degrading as *Playboy* and *Penthouse*.

Jim Bren
Sacramento, CA

I think MAD is terrific. Your magazines and books are easy to read. They also make me feel like I'm not the only one that has problems.

Kevin Dix
Camp Verde, AZ

COMPUTER MAD

I have enclosed a computer picture of my four favorite artists: Don Martin, Al Jaffee, Sergio Aragones and Antonio Prohias. The picture was made using my IBM PC with the MOUSE program. My father works for IBM, so I guess this is a plug.

Todd Anderson
Sherborn, MA

HOOP-LA

While reading Bill Russell's book, "Second Wind," I ran across a section where the former Celtic superstar talks about MAD. Thought you might enjoy reading what he had to say:

"...I loved to read and talk about serious ideas, but was drawn to the approach of MAD Magazine. (In fact, when MAD did a humor spread on the way I conducted television interviews, I considered it one of the greatest compliments I'd ever received.) They also ran a series called "Snappy Answers to Stupid Questions," and I borrowed many of these answers to keep strangers at arm's length."

Ray Hanrahan
Staten Island, NY

Bill Russell in MAD #173.

There's a new show on television about two wise-cracking, bickering private detectives. They'll do anything for a giggle or a cutesy argument! They might even go out and get married, just so they could spend their honey-

I'm **Batty Days.** I bought this **detective agency** as a **tax write-off. I never** intended to **run it!** But then someone **embezzled** all my **money,** so **I AM running** the agency! I'm running it **right** into the **ground!**

I'm **Bill Murray!** And I'm here to **clear up** the **confusion!** The guy next to me may **try** to **talk like me,** and **act like me,** but there's **no way** he **IS me!** When they do **Ghostbusters II, who** they gonna **call?!?**

I'm **David Asinine,** Batty's assistant! I'm a **fast-talking,** wise-ass, **snot-nose,** hyper-active, **low-down,** free-loading, **self-righteous,** overbearing kind of guy. Too bad I went into **detective** work. I would've made a great **vice principal!**

***Gagnes** here, their **secretary**—*
*Really, quite **un-necessary!***
*Ditto **story, plot,** and **timing,***
*And my useless, endless **rhyming!***
*No, the secret of **success is***
*Longer stares at **shorter dresses!***
*Sybil's **bod—forever showing—***
*Guarantees our rating's **growing!***

THE THIN MAN

THE POWELL OF LOVE

TOYS 'R' US

POETIC LICENSE REVOKED

DOG TAG

HAVE A NICE GAZE

THE THIGHS THE LIMIT!

MOONLIGHTING SCRIPT

QT DRUCKER

MOON-FIGHTING

ARTIST: MORT DRUCKER WRITER: DICK DE BARTOLO

I need someone to **solve** a **crime.** I'm a **jeweler** and my **safe** has been broken into. A million dollars in **watches** have been **stolen!**

Forget it! The case doesn't have **"kooky" possibilities!**

I **beg** your pardon? What do you mean, **"kooky"** possibilities?

The most **fun** Asinine and I could have with a safe is **locking** each other **in** it.

Yeah, and that would be an **"open and shut" case!**

Besides, we don't have enough **TIME** on our **HANDS** for **stolen watches!**

POP POSTERS CO. INC. LTD. MD. PDS

CHAN FILM FESTIVAL 1939 #1

What are you two idiots **talking** about?!?

We only take cases where our **real detective skills** come into play. You know, like dressing in **drag** or **falling** in a **swimming pool.**

Now if you ever have a robbery in a **cream pie factory,** come back and see us!

Blue Moon ***Detective!*** *Tell us the* ***crime,***
We'll find out who's ***guilty****—with* ***reason*** *and* ***rhyme!***
Hey! He hung up before I could ***say***
Something with ***feeling,*** *like* ***"Have a nice day!"***

SPADE AND ARCHER PRIVATE EYES

HOLMES, SWEET HOLMES

BOGAR

the MALTESE F

I'm with Ringworm's Circus. My name is **Reese's Pieces.**

Reese's Pieces???

"Chuckles" was already **taken!**

SEND IN THE CLOWNS ALREADY. Stan Smithson

What's up, **clown?**

Well, stuff from the circus keeps **disappearing** and—

I wasn't talking to **you!** I was talking to the **REAL clown,** my **partner!**

It just so happens this **OTHER clown** might be a prospective **paying client!**

Me! How could I be a **client?** I **work** here! And don't call me a clown! **Clown!**

RATE SCHEDULE PER DAY

MISSING PERSON	$100
KIDNAPPING	200
CESSPOOL PUMPING	250
MURDER	300
TERRORISM RELATED	500
MAFIA RELATED	600
CIA RELATED	700
OUTSIDE USA TRAVEL	1000
MIDDLE EAST	5000

Stuff is being **stolen** from my circus and I need to hire detectives to find out **who's** doing all the **stealing.**

I'm sorry, we don't **"do"** robberies!

Oh, that's too bad. We're not only missing large amounts of **cash,** but also **seltzer bottles** and even **cream pies.**

CREAM PIES!

You said the **MAGIC WORD!!! CREAM PIES!!!**

We'll **take** the case!

Do you need a **retainer?**

Naw, she **never** wears a **bra!**

I'm beginning to see **why** this detective agency is listed in the **Yellow Pages** under **"Fiascos"!**

Lucky for **you** we can start this case **right away!**

Just **where** were **you** when the stuff at the circus began **disappearing?**

I came here to **hire you!** Why are you **badgering me?!?**

So far you're the **only one** we know who's involved in the case. That makes you a **prime suspect!**

You know **what?**

I have an **idea.**

Did you **really** have an **idea** that I had an **idea?**

Nah, it was **just** an **idea!**

You have an **idea.**

I had an **idea** you were going to say you had an **idea.**

Of **course!** Why? Do **you** have an **idea** that I made up that part about having an **idea** that **you** had an **idea???**

No wonder they call this **Blue Moon** Investigators. You guys make **sense** once in a **Blue Moon!**

WE ALREADY GOT THAT GUY, SGT

I'm glad you liked **my idea** of coming to the **circus** to help catch the thief. It's inconvenient, but going to the **scene of the crime** can be a **big help** sometimes!

I say there's a **big cover-up** going on here! Not one of the **elephants** can **remember** anything and the **parrots** absolutely **refuse** to **talk!**

Asinine, I just **solved** the case! I caught this guy **juggling the books!**

That's **cute,** Batty. But I think the guilty one is **Tiny Toby,** the world's **smallest** man! **Nothing** is **beneath** him!

Yes, but we can't rule out **Colossus,** the world's **tallest man,** as a possible **suspect,** either!

I don't think Colossus would **stoop** that **low!**

I suggest we blend in. **I'll** pass myself off as the **Fat Lady.**

The **Fat** Lady! With that **body!?!**

Every girl around thinks she's too fat! Remember, we're in California.!

Ladies and gentlemen, and children of all ages! Keep your eyes on the **center** ring, especially since that's the **only ring** we have! There you will see those slapstick **buffoons** and wild **antics!**

Did you know he was going to introduce **us?**

He's talking about the **real clowns,** you **clown!**

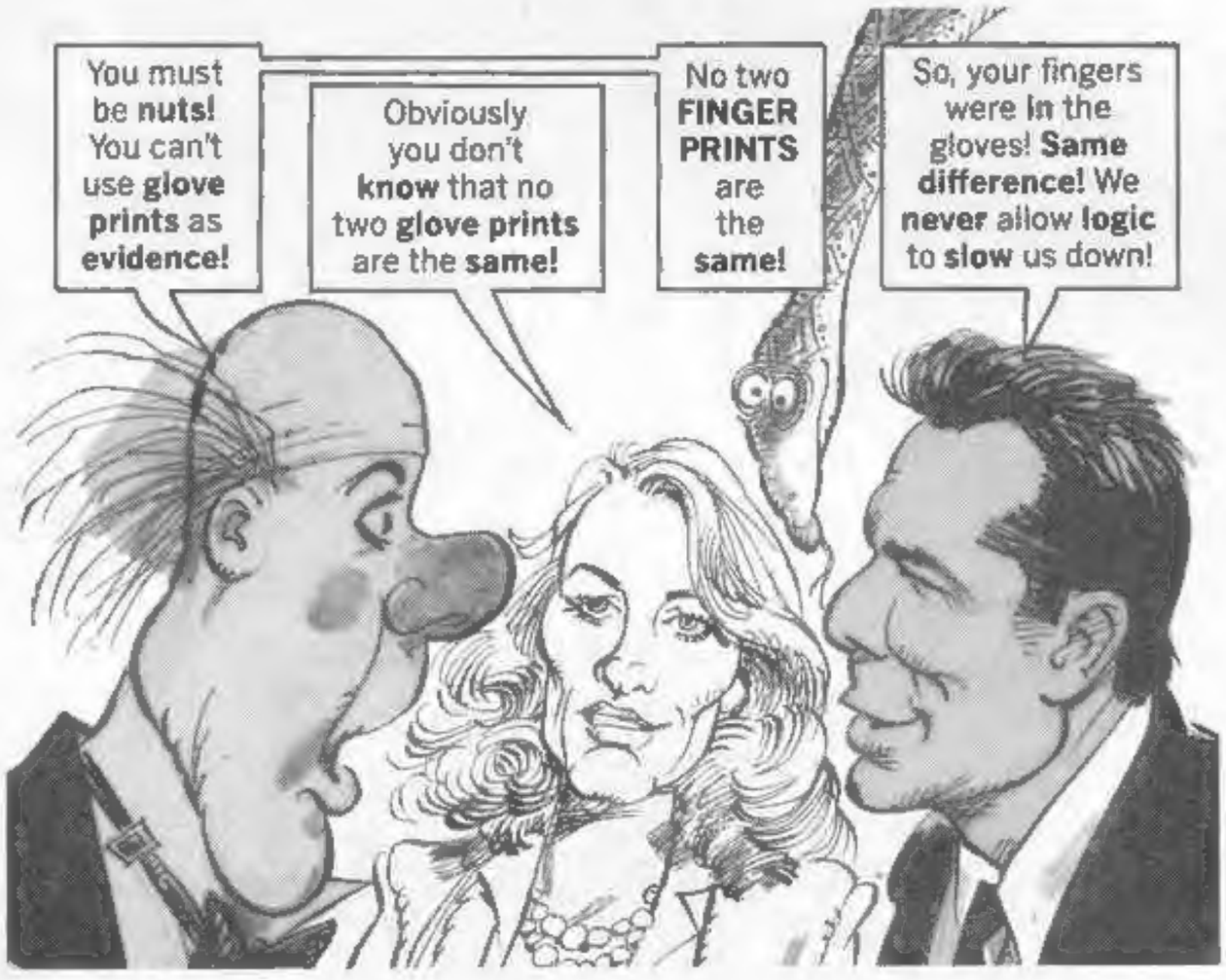
Are you **clowning around** when you call me a **clown???**

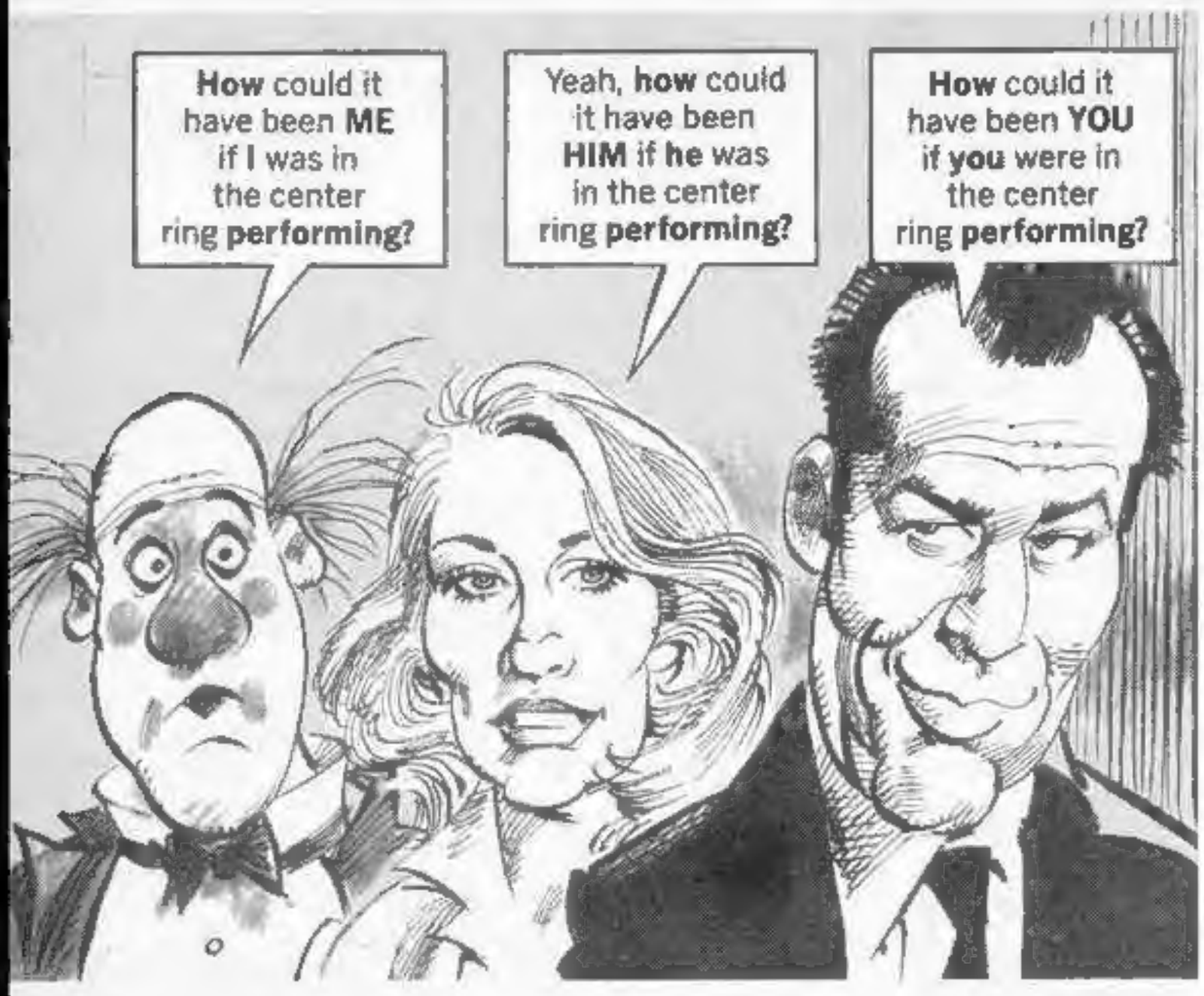
BOREDOM AND BAILEY CIRCUS

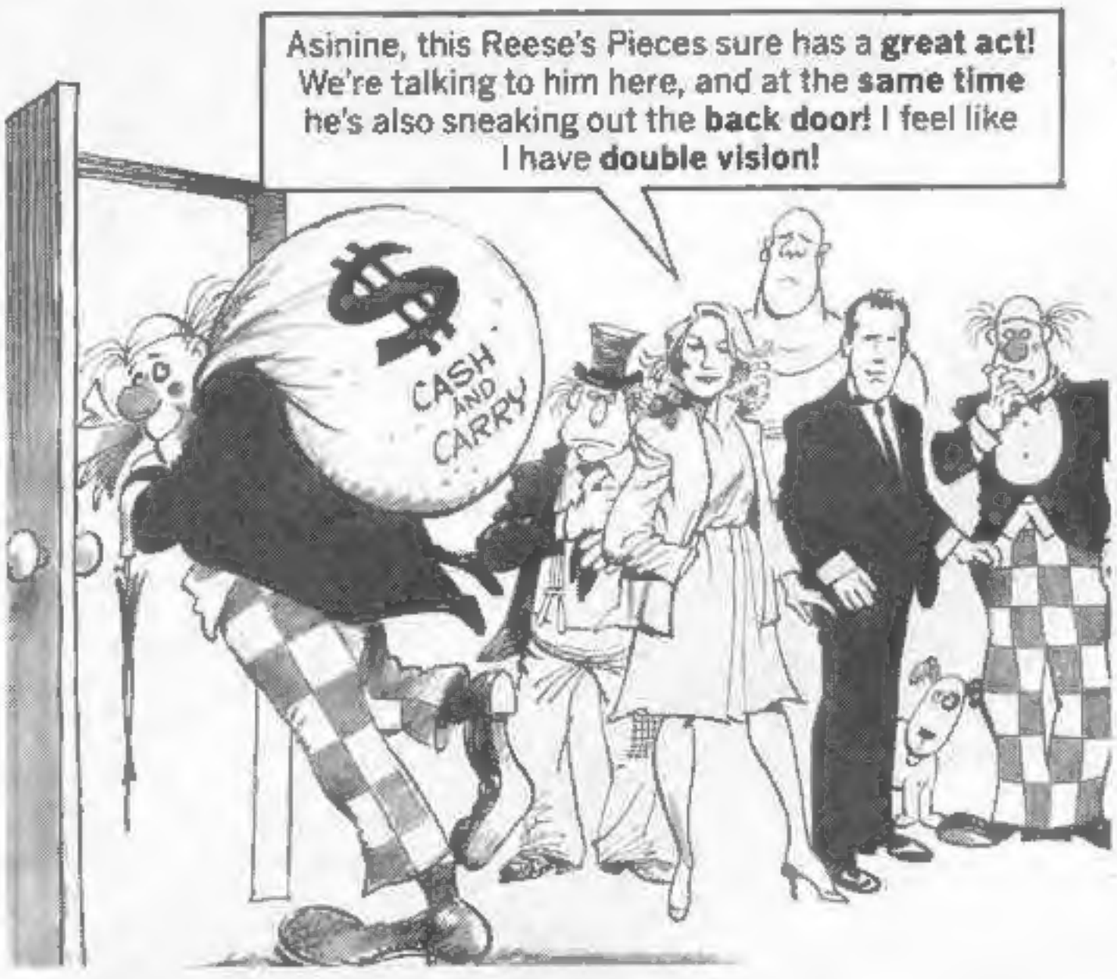
EDITOR'S NOTE:
Since "Moonlighting" the TV show has a full hour to kill each week, they can afford to waste time repeating each clever word play 10 or 12 times. Since we here at MAD only have six pages, please reread the "clown bit" in the last panel 10 or 12 times before going on. Your cooperation is greatly appreciated.

Help! Help! The safe was just broken into again!
Who are you?
The Bearded Lady!
But you don't have a beard!?!
That's nothing! I'm not even a lady! Remember, we're in California!!
THE ONLY FUNNY LION IN THE SCRIPT.

The safe's been cleaned out again! All the cash from tonight's show is gone! I won't be able to pay any salaries for the fifth week in a row. Don't you two detectives have a suspect yet?
Yes, we do, Reese's Pieces, and it's you!
We got these finger-prints off the door of the circus safe!
IDJIT
DIGIT
MIDGET


You must be nuts! You can't use glove prints as evidence!
Obviously you don't know that no two glove prints are the same!
No two FINGER PRINTS are the same!
So, your fingers were in the gloves! Same difference! We never allow logic to slow us down!


How could it have been ME if I was in the center ring performing?
Yeah, how could it have been HIM if he was in the center ring performing?
How could it have been YOU if you were in the center ring performing?

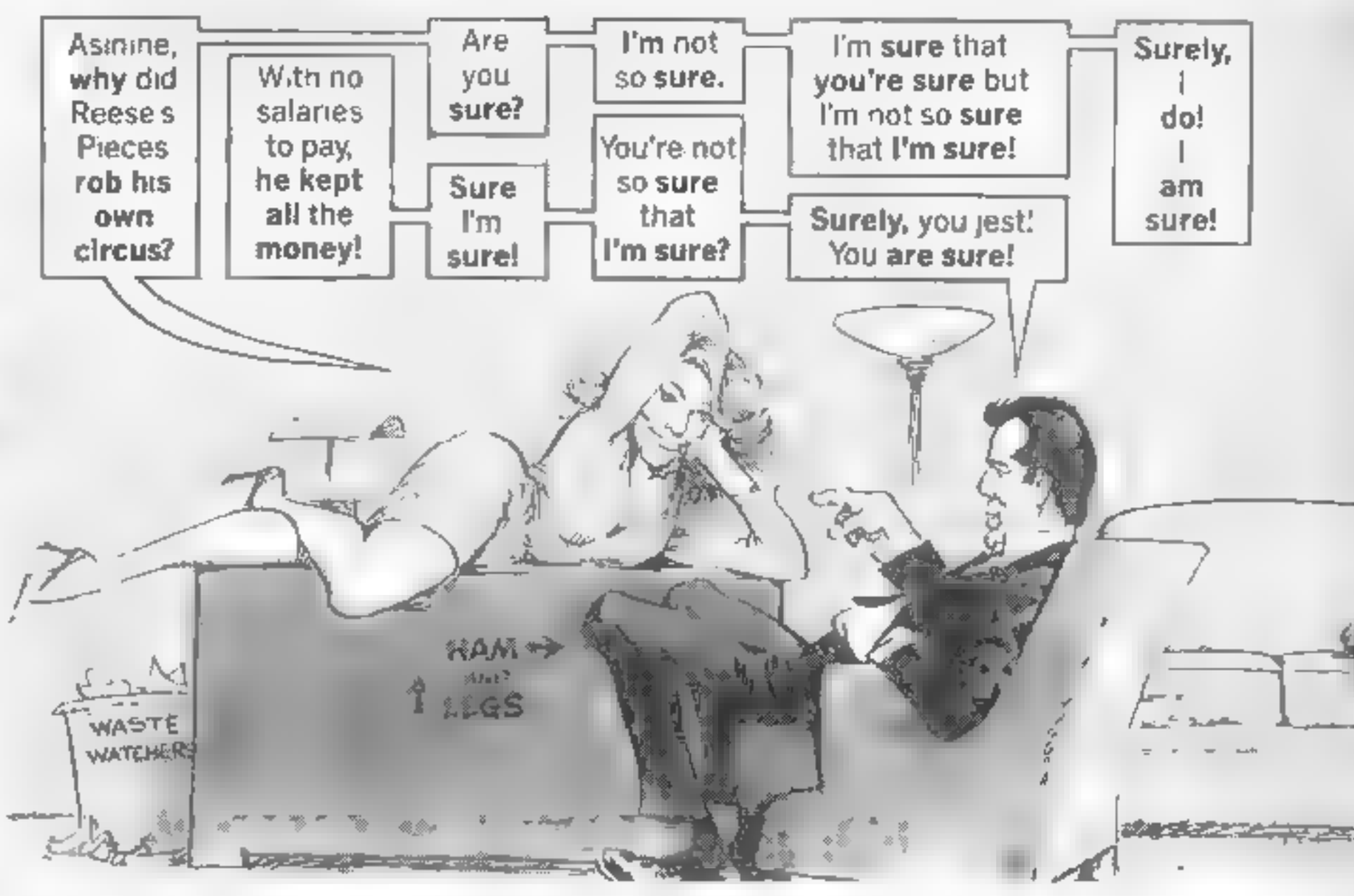

Asinine, this Reese's Pieces sure has a great act! We're talking to him here, and at the same time he's also sneaking out the back door! I feel like I have double vision!
CASH AND CARRY

READERS: REREAD PANEL 12 TIMES, THEN PROCEED.

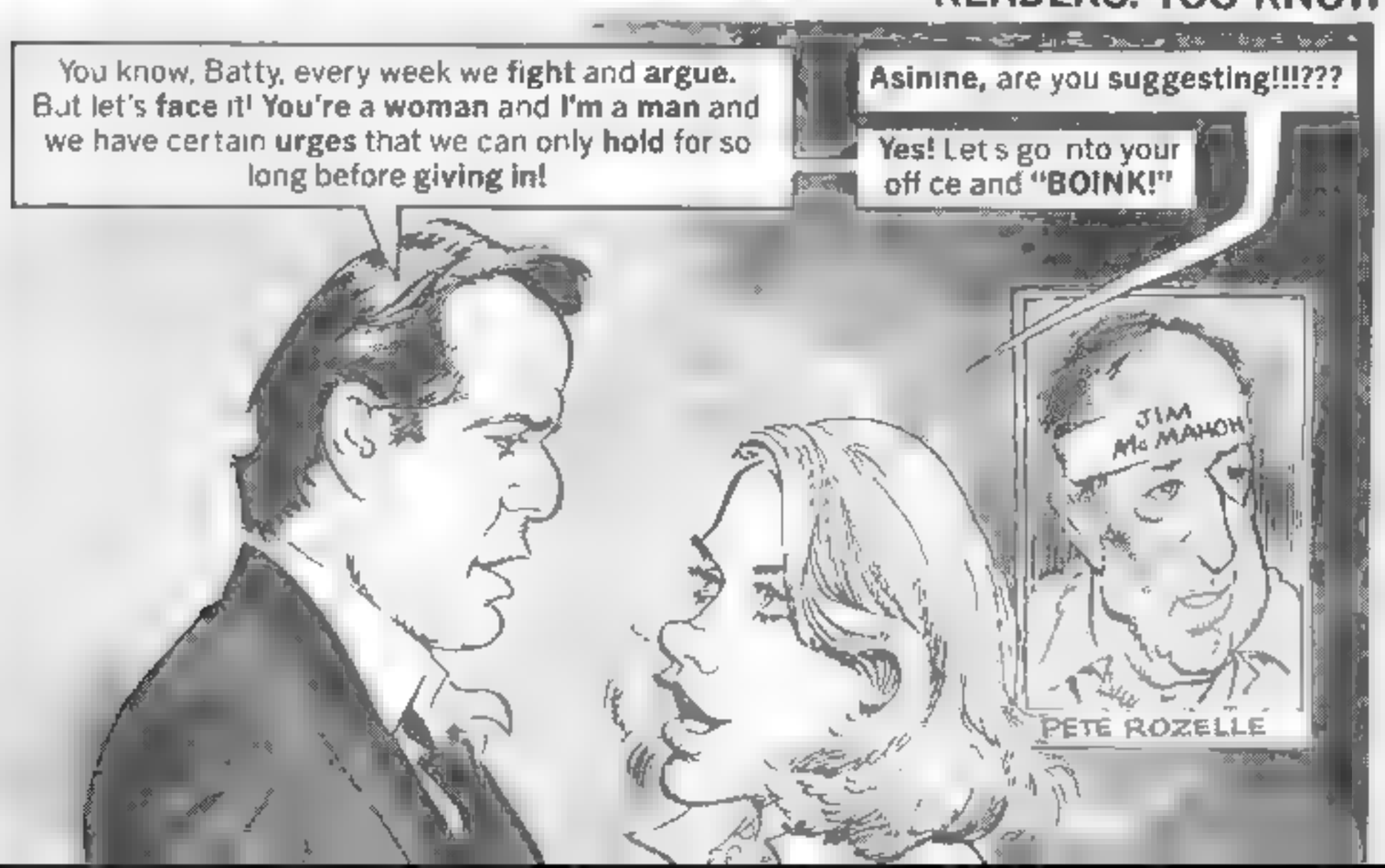
Batty, that's it! There are two Reese's Pieces! He has a twin brother-double, M & M!!!
We saw through the "double" As fast as a comet! Now he's in for trouble...
I think I may vomit!
AWK!
PUKE

He's getting away, Asinine! Don't lose him!
Don't worry, Batty, we're in the center ring so we can only go round 'n round!
Just like our dialogue!
CIRCUS MINIMUS

I would guess another dozen cream pies, and our two crooks will surrender. I love law enforcement, don't you?
Yeah! You've heard of "Young Sherlock Holmes," we're more like "infantile Sherlock Holmes"!
PLOP!
PLOP!


Asinine, why did Reese's Pieces rob his own circus?
With no salaries to pay, he kept all the money!
Are you sure?
Sure I'm sure!
I'm not so sure.
You're not so sure that I'm sure?
I'm sure that you're sure but I'm not so sure that I'm sure!
Surely, you jest! You are sure!
Surely, I do! I am sure!
HAM
LEGS
WASTE WATCHERS

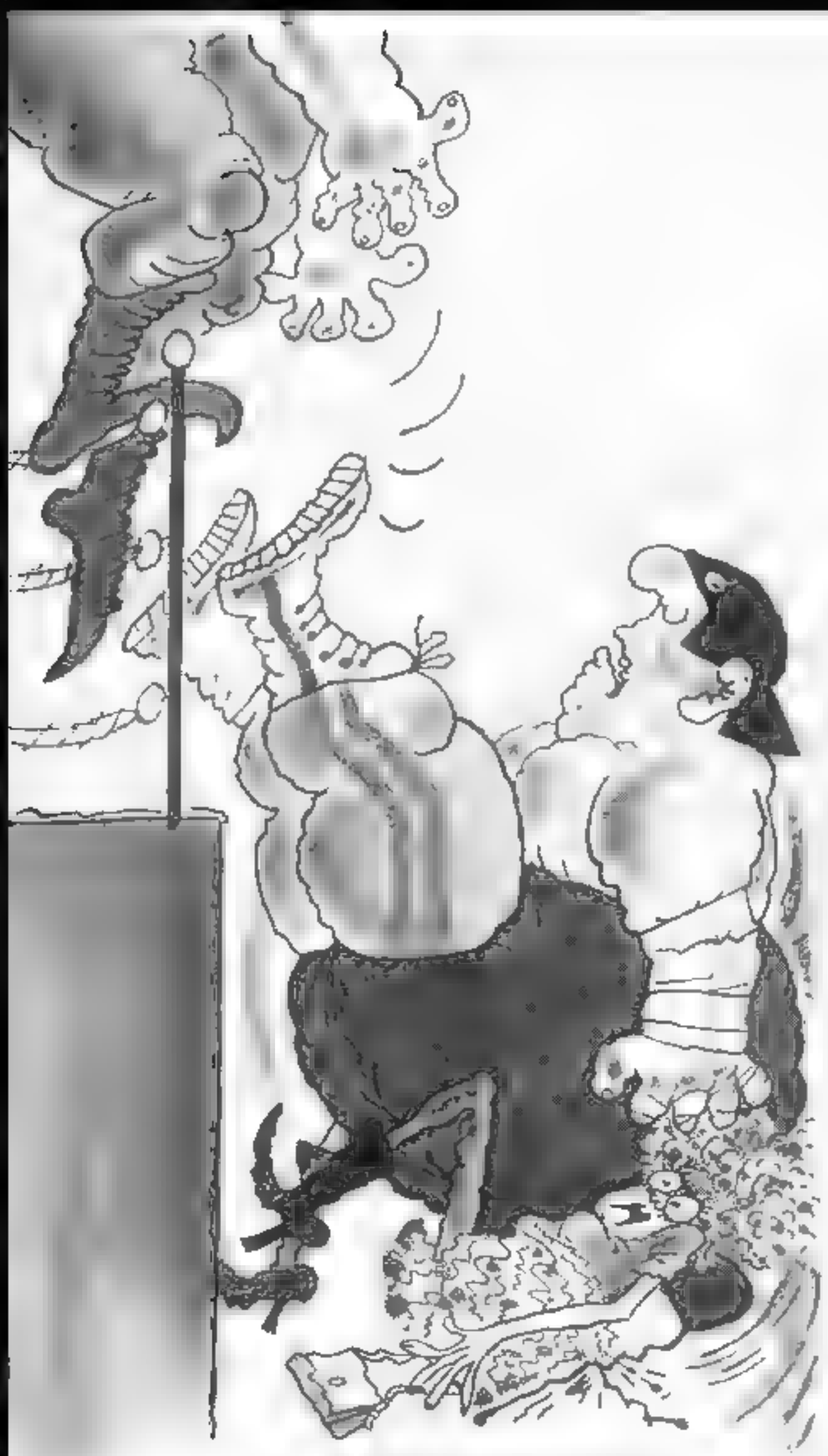
READERS: YOU KNOW WHAT TO DO BY NOW!


You know, Batty, every week we fight and argue. But let's face it! You're a woman and I'm a man and we have certain urges that we can only hold for so long before giving in!
Asinine, are you suggesting!!!???
Yes! Let's go into your office and "BOINK!"
JIM McMAHON
PETE ROZELLE

THE DUCATS OF HAZARD DEPT.

The High FRONT

FROM ROW



FRONT ROW CENTER
AT THE WRESTLING MATCH

FRONT ROW CENTER **AT THE CIRCUS**

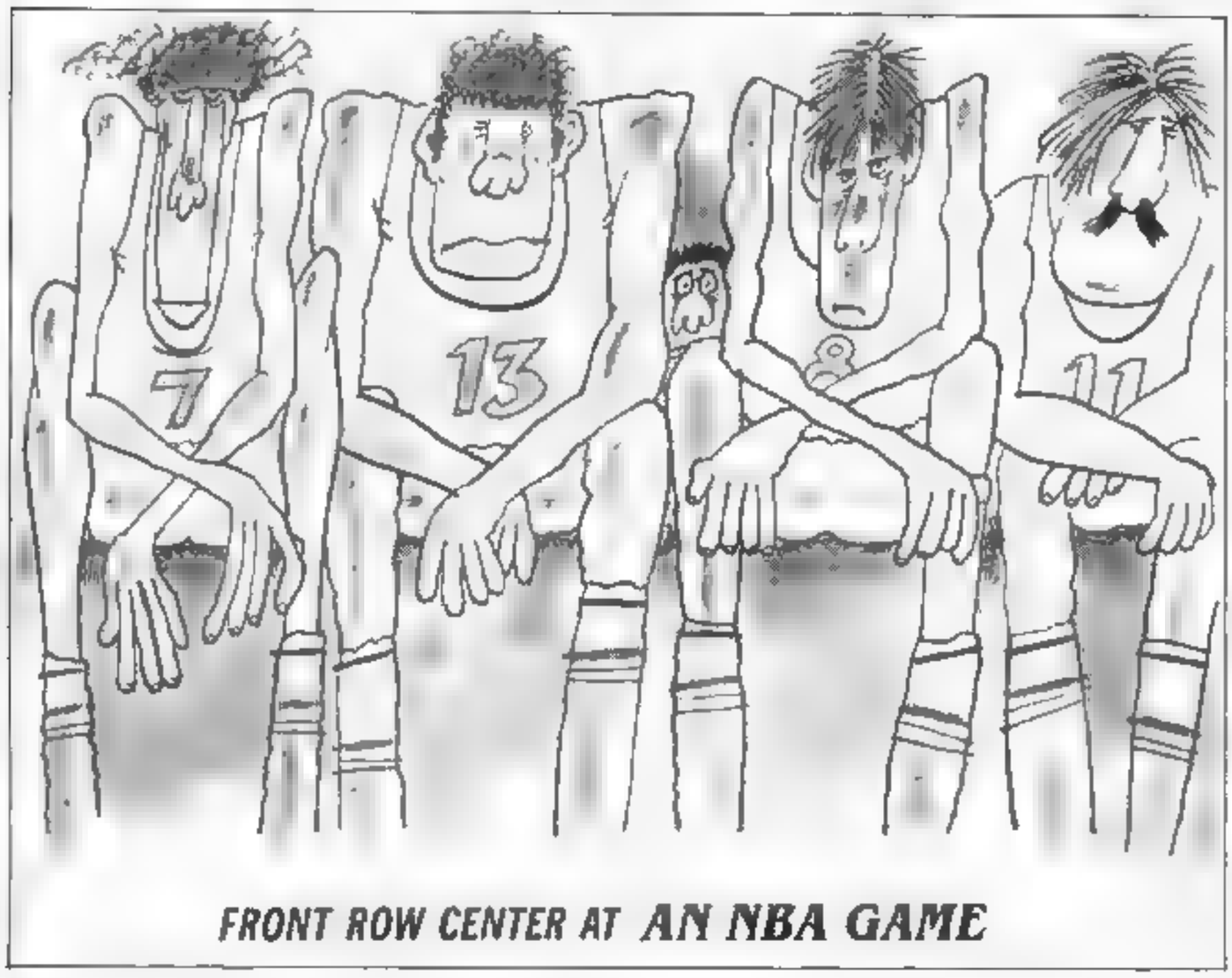
FRONT ROW CENTER **AT SEA WORLD**

FRONT ROW CENTER

Risks of ROW CENTER

ADMIT ONE
FRI., MAY 30 $100.00

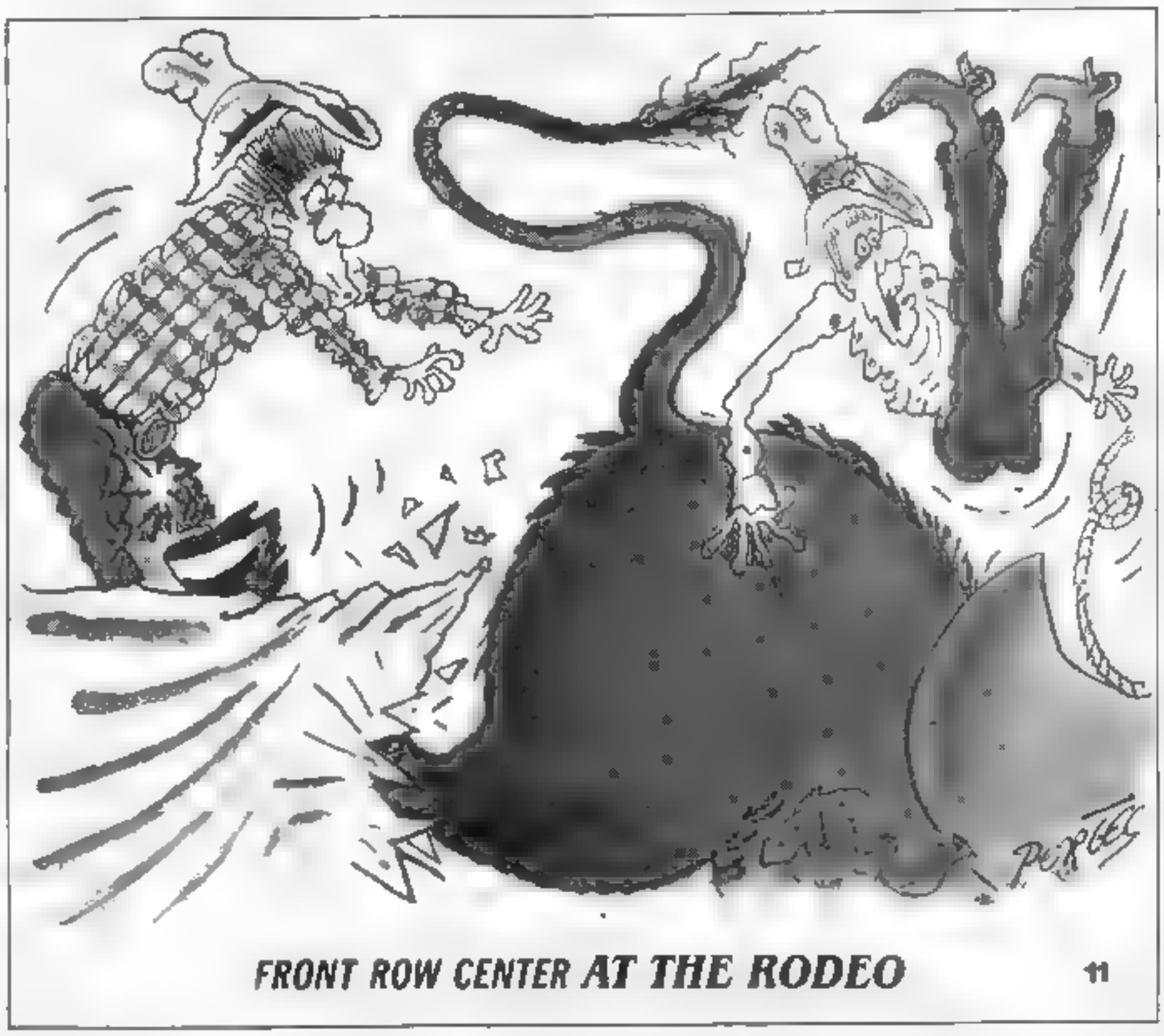
ARTIST AND WRITER: PAUL PETER PORGES



FRONT ROW CENTER AT *AN NBA GAME*

FRONT ROW CENTER
AT THE SHAKESPEARE FESTIVAL

AT A 4TH OF JULY DISPLAY

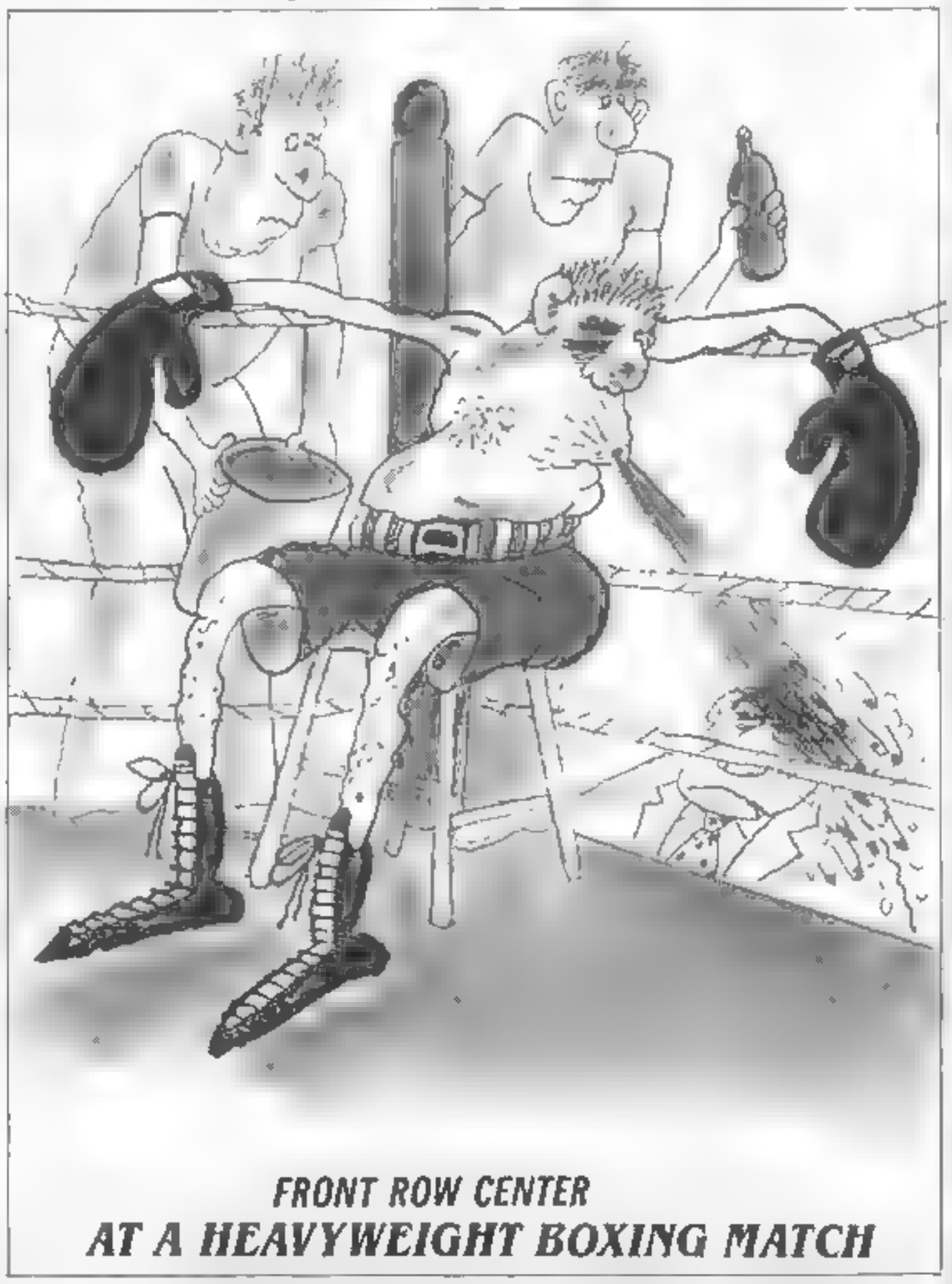


FRONT ROW CENTER *AT THE RODEO*

FRONT ROW CENTER **AT THE SERMON!**

FRONT ROW CENTER
AT THE INDY 500

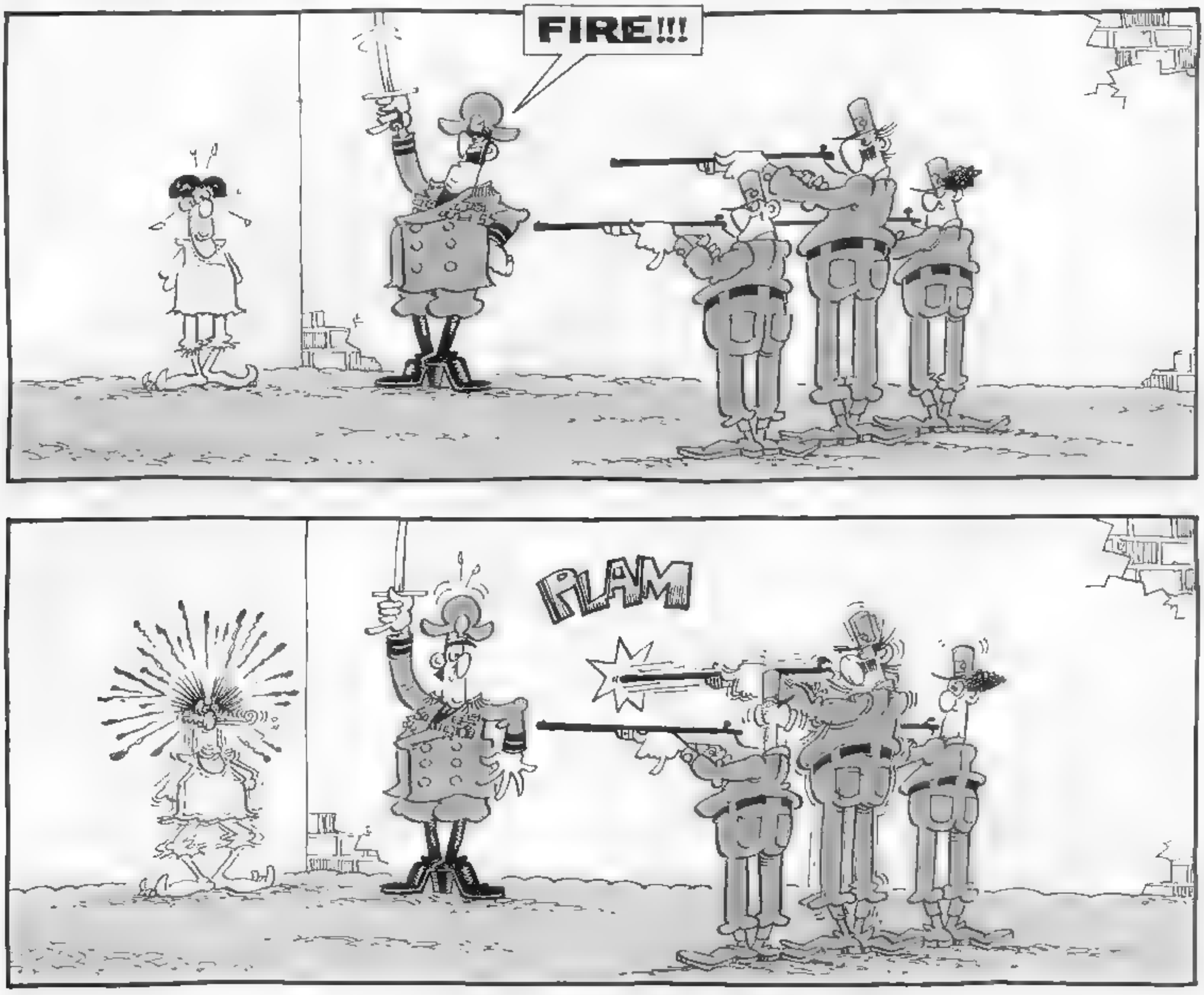
FRONT ROW CENTER
AT A DAVID LETTERMAN STUPID PET TRICK TAPING



FRONT ROW CENTER
AT A HEAVYWEIGHT BOXING MATCH

DON MARTIN DEPT. PART 1

ONE GRIM MORNING IN SOUTH AMERICA



ARTIST: DON MARTIN WRITER: DON EDWING

CRYSTAL BRAWL DEPT.

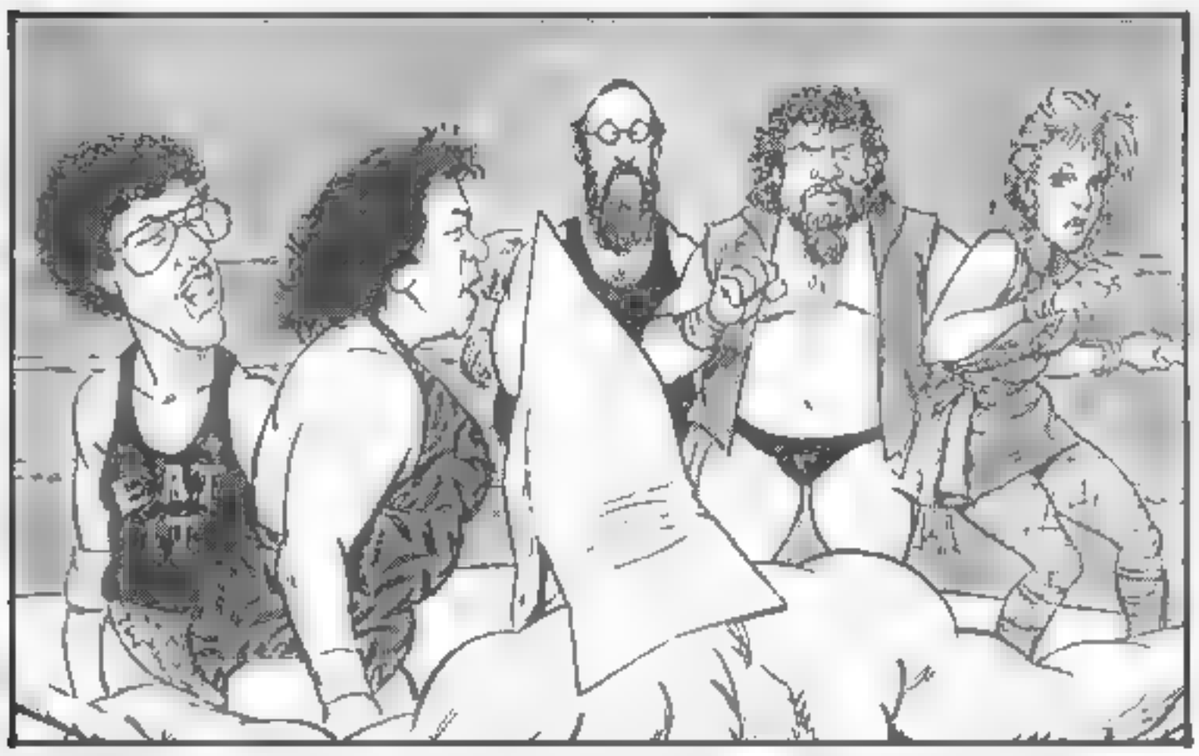
MAD'S WRES PREDI

ARTIST: ANGELO TORRES

Champion Hulk Hogan will marry woman wrestling champ Wendy Richter. But on their honeymoon night, Hogan will wrap his 27-inch pythons around Wendy a bit too tight and she'll instinctively counter with a head-butt and knee to the mid-section. Seizing on this turn of events, wrestling officials will immediately announce plans for a "Mr. and Mrs. Title Rematch."

The Mental Man will make wrestling history when he defeats the Road Warriors and becomes the first paranoid schizophrenic to single-handedly hold the Tag Team Championship title.

The Fabulous Moolah will file a $10 million lawsuit against the toy manufacturer of Superstars of Wrestling Action Figures following their release of a Moolah doll complete with midriff bulge and cellulite.

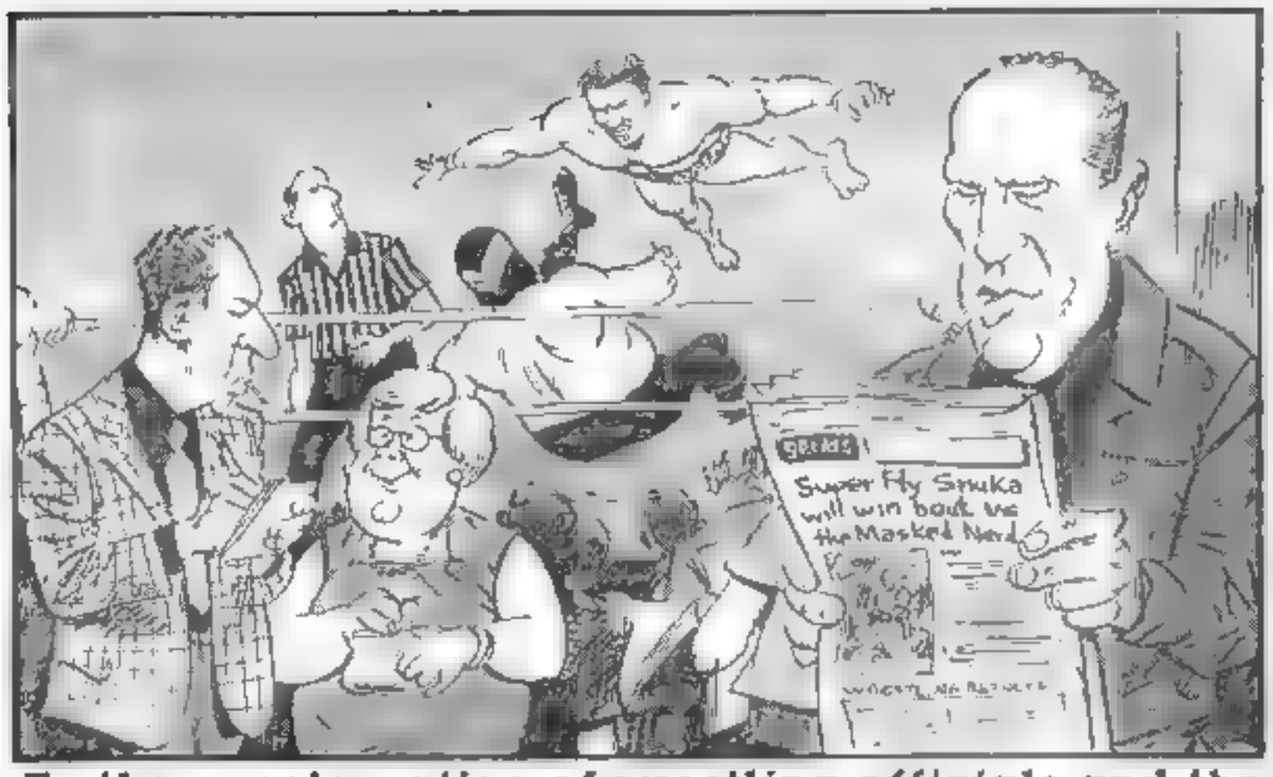


Captain Lou Albano will team up with Cyndi Lauper and a representative of the Jewish Defense League to face Weird Al Yankovic, the Fabulous Moolah and a member of the KKK after Yankovic's release of a music parody entitled, "Goys Just Wanna Have Fun."

Classy Freddie Blassie, "The Fashion Plate of Wrestling" will receive an honorary degree from Harvard for his endearing contribution to the English language, the phrase "pencil neck geek."

PRO TLING STIONS

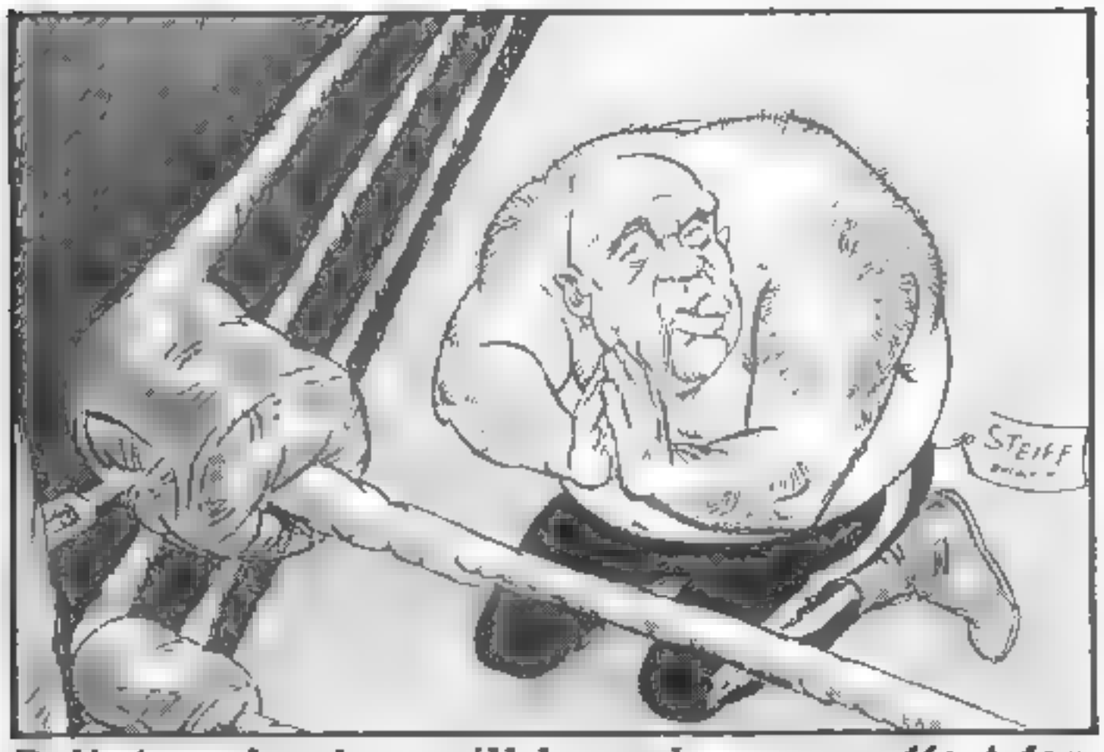
WRITER: J. PRETE



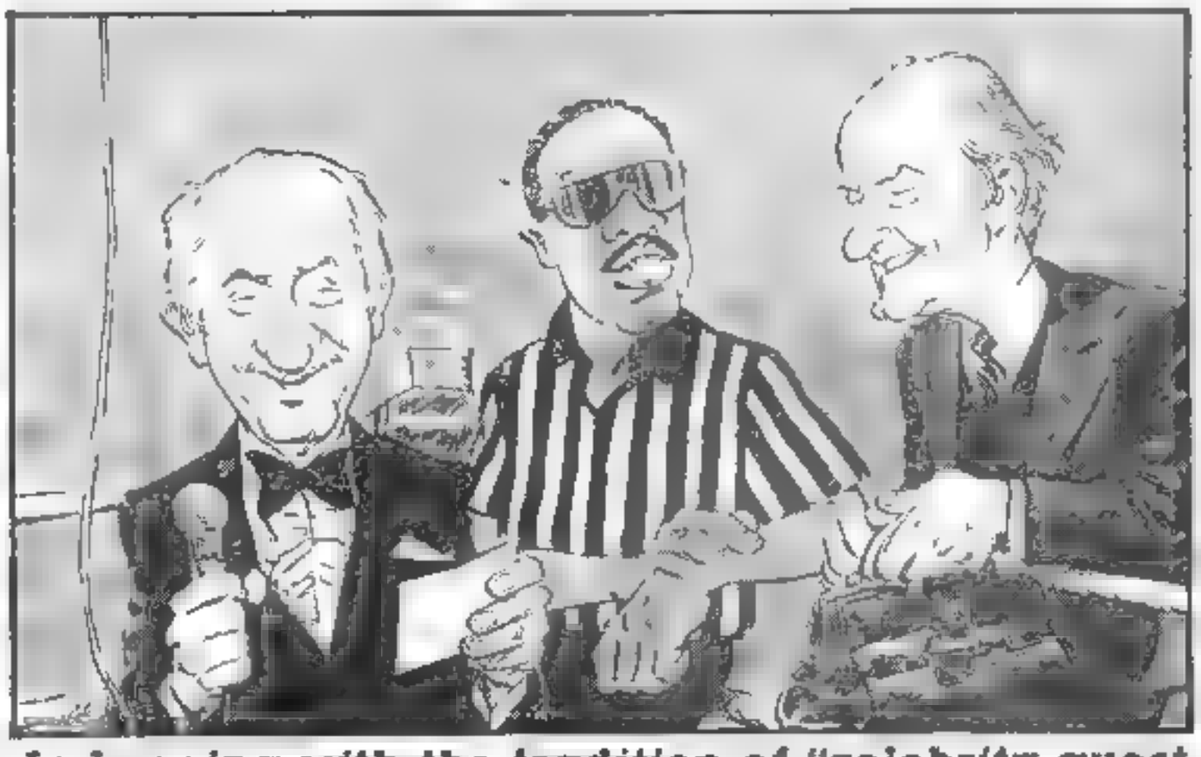
To the consternation of wrestling officials and the amazement of most wrestling fans, the New York Daily News will begin publishing the results of wrestling cards two days before the matches actually take place, and always with 100% accuracy! Despite this, arenas will continue to sell out and many wrestling fans will continue to place large wages on the matches.

In a grand publicity stunt, King Kong Bundy will attempt to imitate his namesake by climbing up the side of the Empire State Building. Bundy will be forced to give up, however, when the giant skyscraper begins to collapse under his weight.

In a bizarre "Piper's Pit," special guest and noted sex therapist Dr. Ruth Westheimer will explain that Rowdy Roddy's wearing of a skirt into the ring "does not necessarily represent abnormal sexual behavior." The doctor is not sure that the same holds true, however, about Piper's relationship with Bob "Ace" Orton.



Religious leaders will launch a new effort for prayer in the classroom following George "The Animal" Steele's new habit of kneeling down in the center of the ring and saying "grace" before devouring all four of the ring's turnbuckles.



In keeping with the tradition of "celebrity guest officials" started with Wrestlemania, Wrestlemania II will feature Tom Carvel as guest announcer, Stevie Wonder as guest referee and Claus von Bulow as the guest physician in attendance at ringside.

RON FOR THE MONEY DEPT.

Ronald Reagan was re-elected in 1984 for a second term as president which means he can't run again. This also means that he and Nancy are going to have to move out of the White

THE REAGAN WHITE

USED CLOTHING BARGAINS

OLD FIRST LADY GOWNS
WORN ONCE - $2.50

ALMOST NEW!
BALLET COSTUME
WORN BY RON JR
IN SWAN LAKE
SIZE 42 - $3.00
SLIPPERS SIZE 12 $1.50

SCALES OF JUSTICE
LEANS SLIGHTLY TO THE RIGHT
FOR DECORATIVE USE ONLY
ASKING $10.00

PRESIDENTIAL DART BOARDS $6 FOR BOTH

PRESIDENTIAL DECISION MAKER
INVADE
STAY OUT
MAKE SPEECH
SAY NOTHING
REMAIN NEUTRAL
GO TO CAMP DAVID

SAM DONALDSON DART BOARD

COME TO LOVELY GRENADA

OFFICIAL NAVY TOILET SEAT
CAP WEINBERGER MODEL
ORIGINALLY COST $600.00
REDUCED TO $3.50
OR MAKE OFFER

JOHN F. KENNEDY'S LITTLE BLACK BOOK
2,003 PAGES-$1.00

GOLF SET
OWNED BY JERRY FORD
$15.00

NIXON ERA KEEPSAKES
LAMPS, VASES, BOOKENDS, PHONES
ALL WITH BUILT-IN MICROPHONES

BUYS FROM PREVIOUS

House in 1988, just two years from now. Like most families, we're sure the Reagan's collected lots of useless junk over the years and they'll probably get rid of it by having...

HOUSE GARAGE SALE

ARTIST: BOB CLARKE
WRITER: LOU SILVERSTONE

DEATH VALLEY DAYS SOUVENIRS
$1.00 EACH
DECORATE YOUR GARDEN OR SAUNA

ASSORTED SKULLS

PEACE MAKER PISTOL
PEARL HANDLE - MINT COND.
NEVER FIRED IN ANGER
KEPT IN BEDSIDE TABLE BY FIRST LADY
$8.00

Deutschland über Alles

ASSORTED MEMORIAL WREATHS
IDEAL FOR PLACING ON NAZI GRAVES
—
FIVE BUCKS FOR THE LOT!

BOX OF SPEECHES CALLING FOR DETENTE WITH RUSSIANS
NEVER USED
75¢ EACH

BONZO

REAL STUFFED CHIMP
EX FILM STAR!
USE AS TOY, PAPERWEIGHT OR DOOR STOP
$4.00

CHINA DISHES FROM REAGAN ADMINISTRATION
$5.00 A SETTING

PAPER PLATES FROM CARTER ADMINISTRATION
25¢ A SETTING

We The Bureaucrats-
Article 1
Article 2
Article 3

ADMINISTRATIONS

A NEW U.S. CONSTITUTION BY ED MEESE
THE CONSTITUTION AS OUR FOUNDING FATHERS INTENDED WITHOUT ALL THAT BILL OF RIGHTS CRAP

MILLARD FILLMORE
THE FLAMBOYANT YEARS
NEVER RELEASED PAMPHLET

THE JELLY BEAN DIET
YOUR WAY TO COLON HEALTH

NEVER SAY DYE HAIR PAINT
FLAT BLACK ENAMEL
ONE PINT COVERS FULL HEAD OF HAIR

BOOKS AND DOCUMENTS - 50¢ EACH

DATING

BERG'S-EYE VIEW DEPT.

THE LIGHTE

KNOWLEDGE

That's a foolish attitude! What if Commander Peary had said, "It doesn't matter!" He never would have been the first to reach the South Pole!

COLLEGE

Laura, isn't this your son's first year away at college?
Yes, he's majoring in Communications!
That's nice! How's he doing?
It's hard to say
. . .he never phones or writes!

R SIDE OF...

ARTIST & WRITER
DAVE BERG

GETTING CAUGHT

I just got nailed for reckless driving!
You gotta be kidding! What did you do?
I was driving very slowly in my convertible with the top down and Nicole La Palme sitting close beside me
What's reckless about that?
My girlfriend saw us!

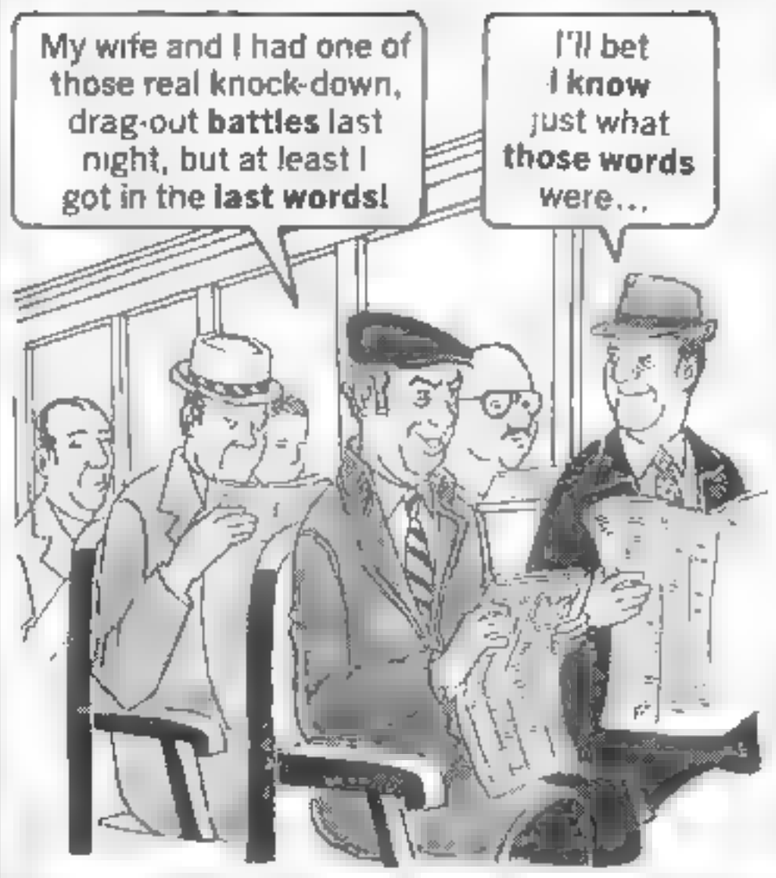
CULTURE

Where are you going, Billy?
Out!
A little more specific, please! Just exactly where is "out"?
You know the art gallery on 8th and Broadway?
Yes, I do, and I think that's wonderful! You're finally expanding your horizons to include the finer things in life.
Well, I'm going to the new video store they opened right next to it!

PICKUPS

Well, hello, you pretty little fox! Let's go somewhere, just you and me! How about a disco? A movie? A basketball game?
Go to hell, Buster!
Odd choice for our first date, but why not! What time shall I pick you up?

ARGUMENTS


My wife and I had one of those real knock-down, drag-out battles last night, but at least I got in the last words!
I'll bet I know just what those words were...

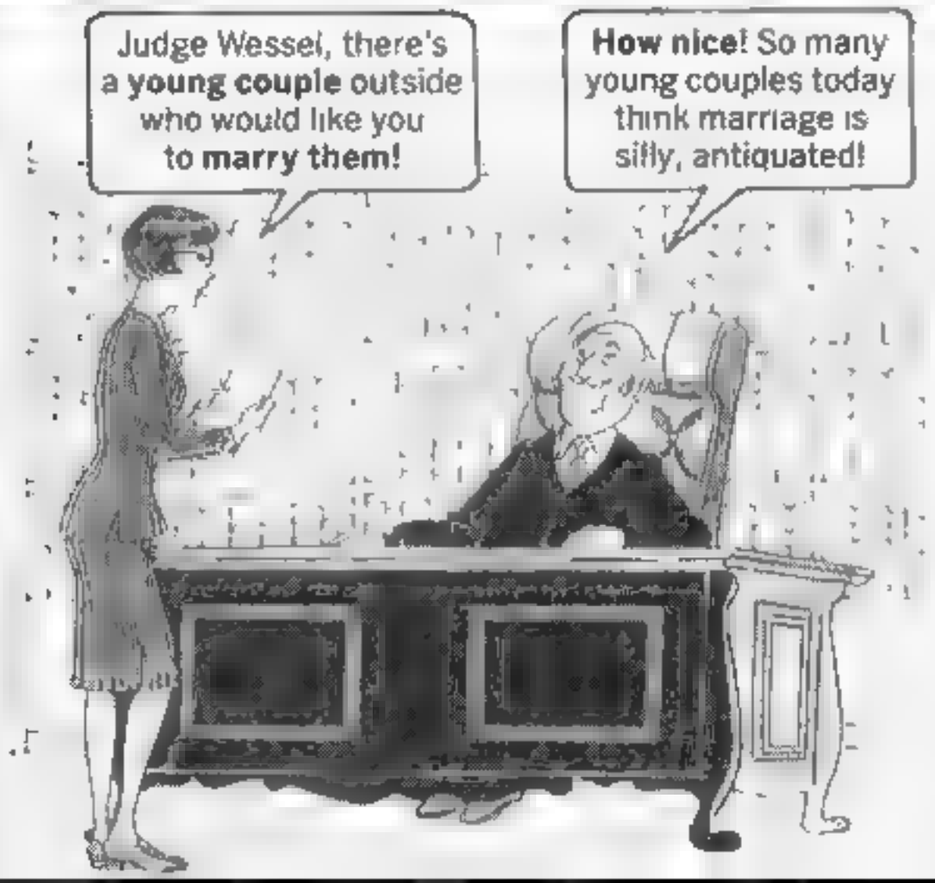
MATHEMATICS

So, how'd you like your first day of school?
It was great! I learned how to count! Listen
One, two, three, four, five, six, seven, eight, nine, ten!
Well, go on...
You mean there's more?

WRESTLING

PSYCHOLOGY

MARRIAGE

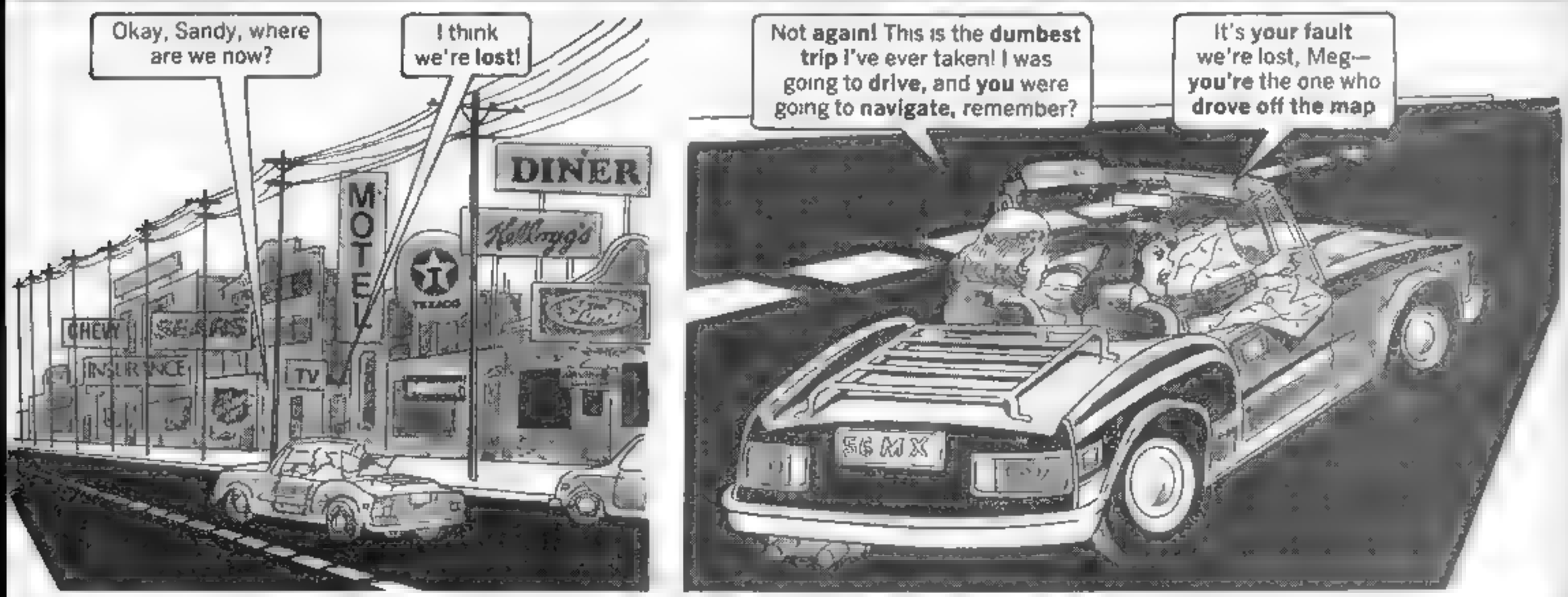

Judge Wessel, there's a young couple outside who would like you to marry them!
How nice! So many young couples today think marriage is silly, antiquated!

It's good to know there are still a few people left who feel that commitment is important in a relationship! Bring them right in, Joyce!

BEING ON TIME

Well, look who's **just arrived** for our **10 o'clock conference— Mr. Tennis himself!**
Well...er...I'm...er it's...only 10:30..
Congratulations! This is the **earliest** you've ever been **late!**

TRAVEL


Okay, Sandy, where are we now?
I think we're **lost!**
DINER
MOTEL
Kellogg's
TEXACO
CHEVY
SEARS
INSURANCE
TV
Not **again!** This is the **dumbest trip** I've ever taken! I was going to **drive,** and **you** were going to **navigate,** remember?
It's **your fault** we're lost, Meg— **you're** the one who **drove off the map**
56MX

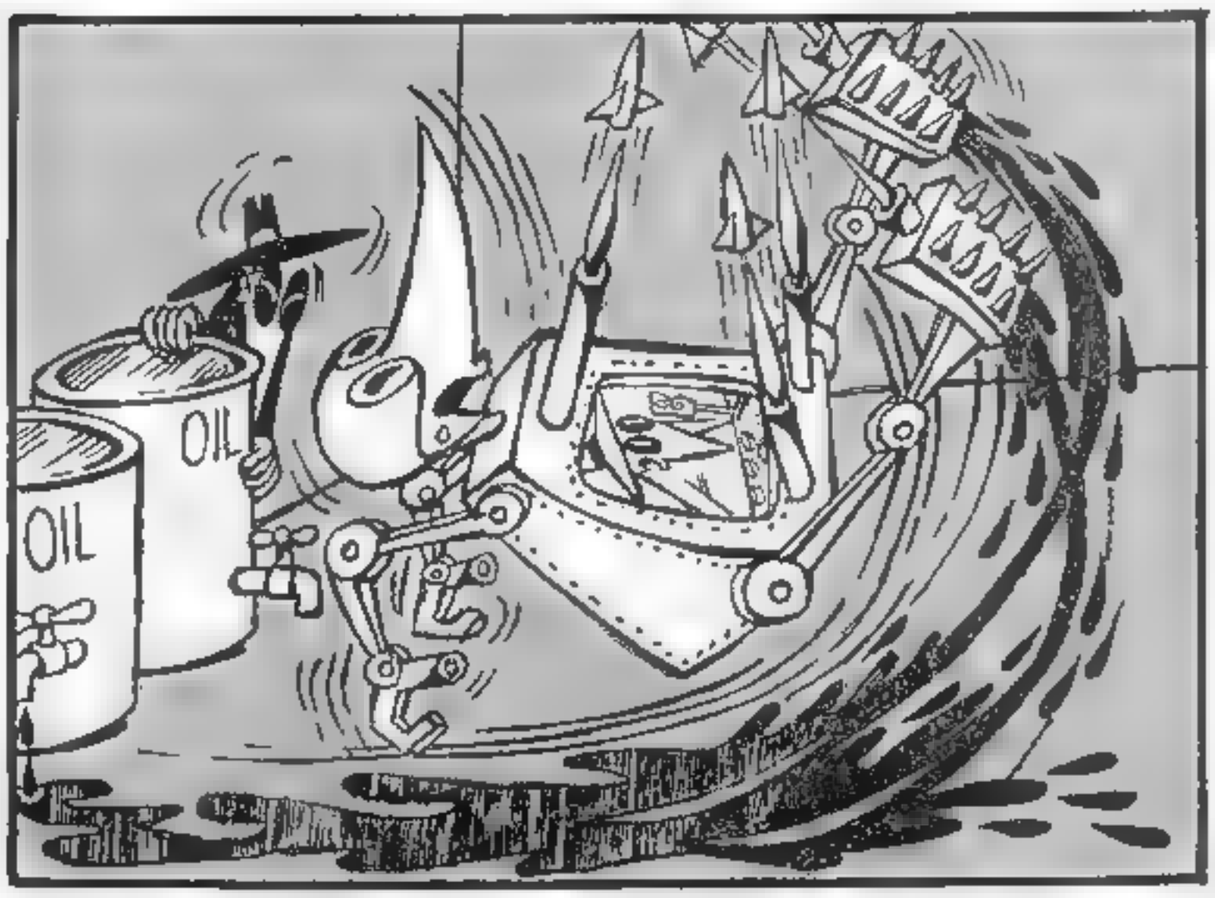
DOCTORS

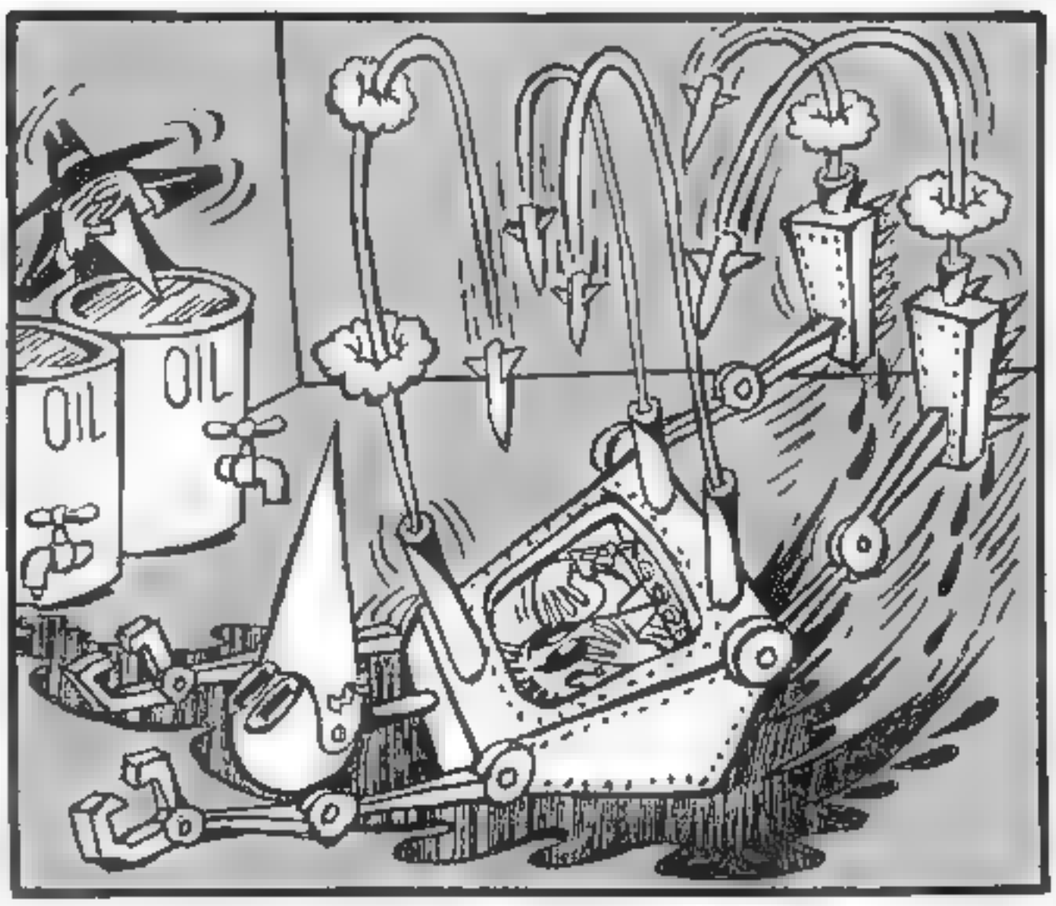
There's nothing wrong with you, Kaputnik! You're just **overweight** like most of my patients! Too much **junk food** and **too little exercise!**
ROGER KAPUTNIK
Starting today I'm putting you on an **exercise program!** When you leave this office, I want you to **jog ½ mile...**
to the **pizza place** and bring me back a **pie with everything!**

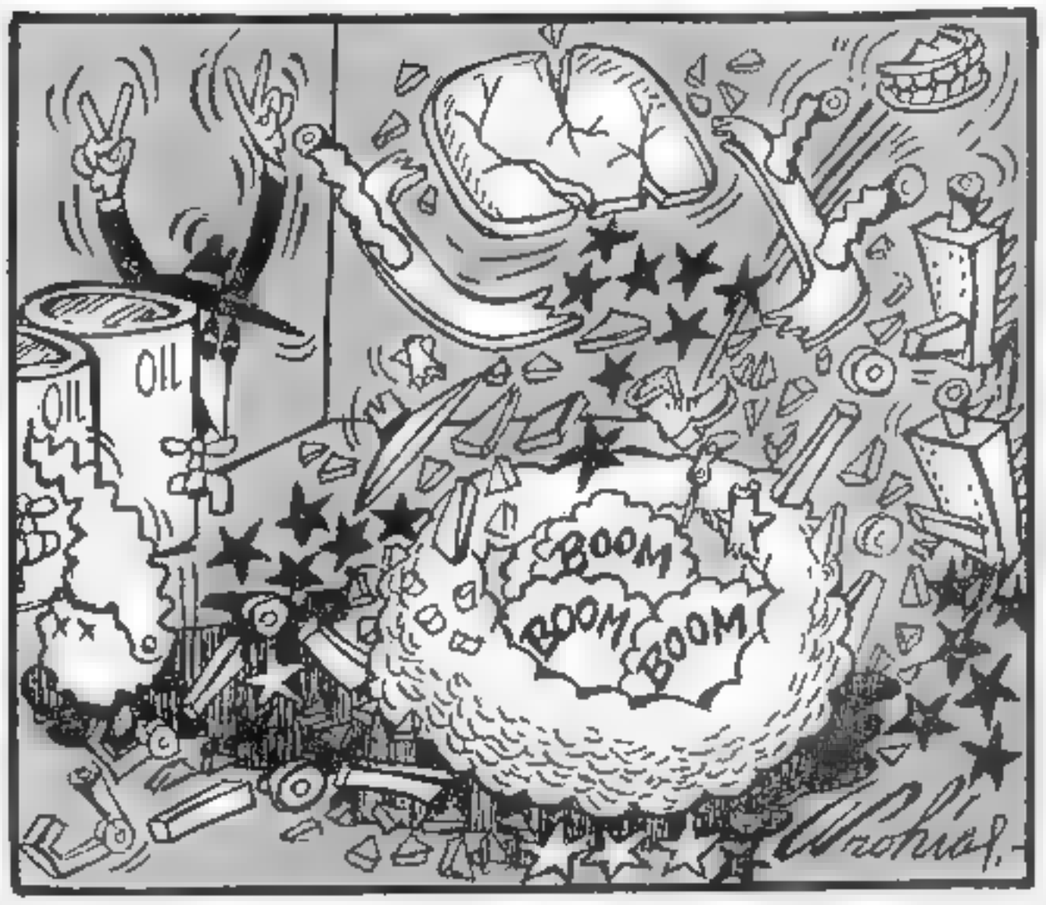
SPY vs SPY
DENTIST

OIL
OIL

OIL
OIL


OIL
OIL


OIL
OIL


OIL
BOOM
BOOM
BOOM

YES
NO

DICK DePT.

A MAD PEEK BEHIND THE SCENES AT A HEALTH SPA

ARTIST: AL JAFFEE WRITER. DICK DE BARTOLO

It **never fails!** This place has **600 lockers,** but the attendant makes sure the only **four** people in the **whole gym** are **crowded** in together!

We don't **rush** people into signing a contract ..but our **once-in-a-lifetime** special discount sale does **end** in **fifteen minutes!**

After you **pay** for your first year membership at the health club, we give you **three days to think it over.**

And if I want, can I **come back** and get a *refund?*

Not exactly. We give you **full credit** which can be used at our health **food bar.** Of course, you can't use our health food bar unless you're a **paid up member** of our **health club!**

BEFORE AFTER

Once you join, we give **each** of you your own **individual work-out plan!**

For **your** type of frame, you need lots of **sit-ups, leg bends, yoga classes** and work-outs on the **jogging machine.**

For **your** type of frame, you need lots of **sit-ups, leg bends, yoga classes** and work-outs on the **jogging machine.**

INSTRUCTOR

INSTRUCTOR

I come here **strictly** to **exercise,** not to try and **meet peopie.**

Why don't you come over to **my place** and we'll **talk** about it in **depth!**

Me too! Exercise is so **important!**

Now remember! We **always** set the scale in the gym area to read **four pounds heavier** than the scale in the shower area. That way people **think** they really took off some weight exercising

UP
DOWN
I wish you'd put all the **exercise equipment** on **one floor!** Having to walk up a flight of stairs to do my **leg exercises** is a real **drag!**
Boy it's **HOT** in **here!**
know! With what we pay in **dues**, you think they'd **air condition** this **sauna!**
MEN'S SHOWER AND STEAM ROOM
You've been **standing** here for an **hour.** Aren't you going to **work out?**
I just spent **$90** for this **designer gym wear.** If you think I'm going to **sweat** in it, you're **nuts!**
I **borrowed** a little of your natural tan **bronzer** and after shave **moisturizer.**
That's OK. I borrowed your **hair shampoo** and **conditioner** and a dab of your **styling gel.**
And they say **girls** take a **long time** getting ready!
INFORMATION
How come you charge **$4.50** for a glass of **apple juice?!?**
Cause we **don't** put **anything in it!** It's **right out** of the **can!**
How's things at **your office?**
Good, and **thanks** so much for asking. Now I can **write off** my health club **dues** as a **business deduction.** After all, we **DID** discuss **business!**
HELP!

MAD'S Sure Signs of INSANITY

...You have a special clause added to your will that leaves your USFL season tickets to your children for many years to come.

You think it's O.K. to sink $300 billion into a "Star Wars" system that will positively stop 9 out of every 10 nuclear missiles shot at us.

ARTIST: JACK DAVIS WRITER: DESMOND DEVLIN

...You believe the announcers on ABC's "Wide World Of Sports" when they say that the headline boxing match is coming up "soon."

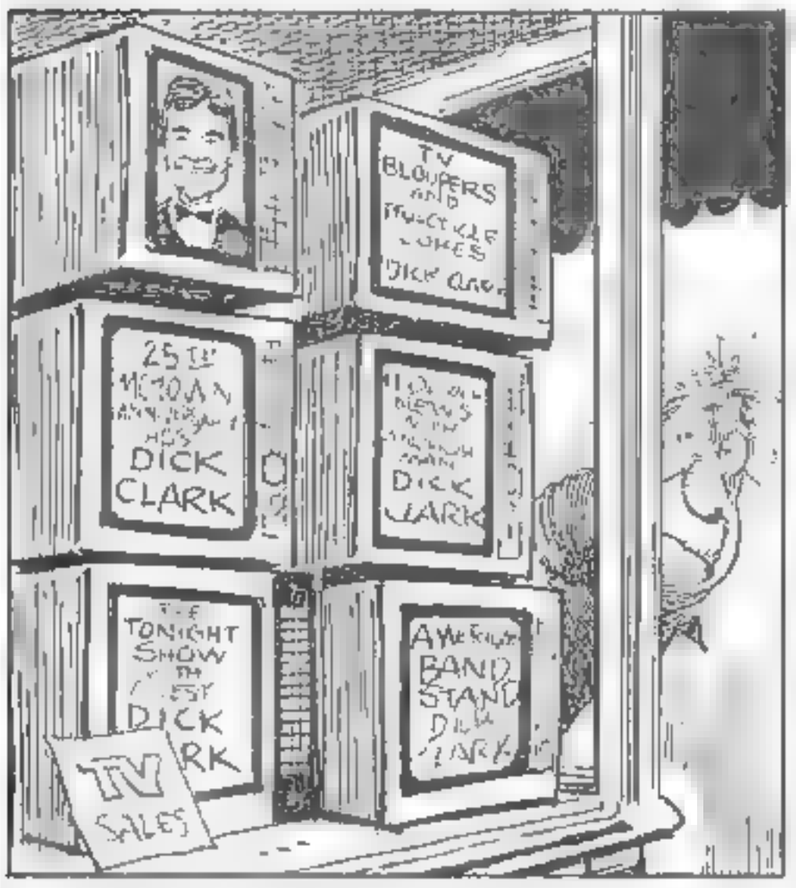
You don't have any idea where you can find any "Garfield" merchandise.

You're just sick that Pee-Wee Herman was shafted out of an Oscar.

You take advantage of the special IRS program that offers to let *them* figure out your taxes for you.

You're glad the zip codes went to 9 digits, because you know that now you'll get fast, efficient service.

You think the pro-wrestling commission will really come down hard on those flagrant rule breakers.



You feel that Dick Clark doesn't get enough television exposure.

You believe envelopes that claim; "You may already be a winner!"

You *re*-subscribe to MAD.

GETTING BLOOD FROM STALLONE DEPT.

Ever since the Vietnam War, Americans have been looking for a hero to restore our national image. At last, thanks to Hollywood, we have our man—Rambo! That tough, no-nonsense galoot generates pride! Confidence! And egomania! He's given this country a badly needed shot in

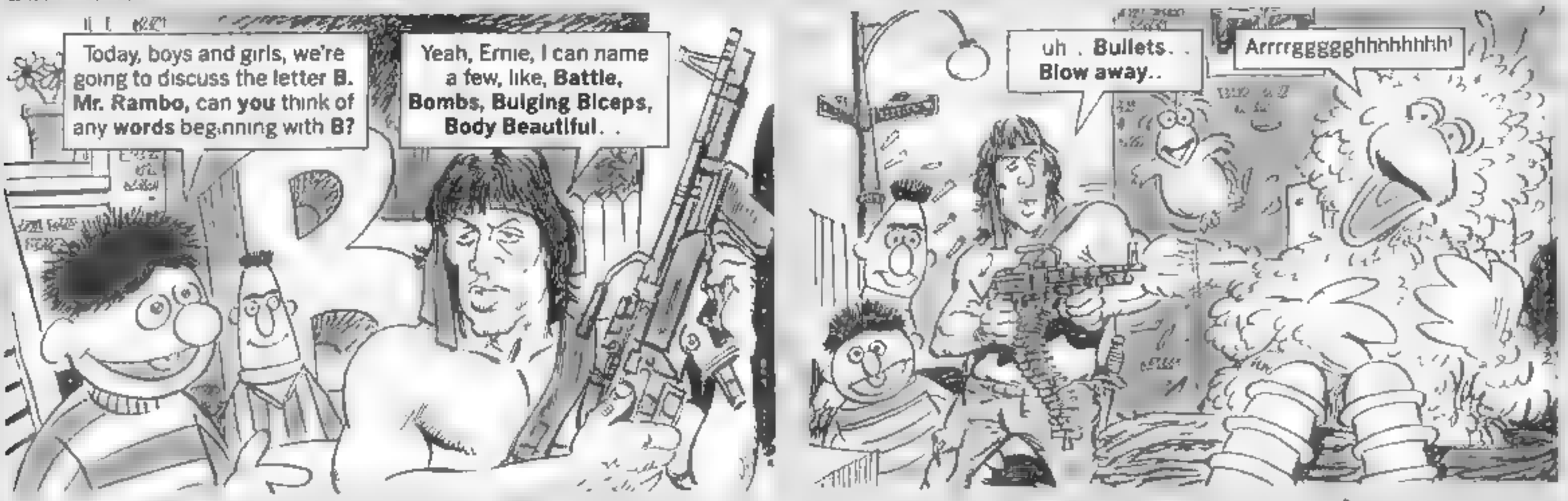
WHEN THE RAMBO INFLUEN

ARTIST: ANGELO TORRES WRITERS: LOU SILVERSTONE AND J. PRETE

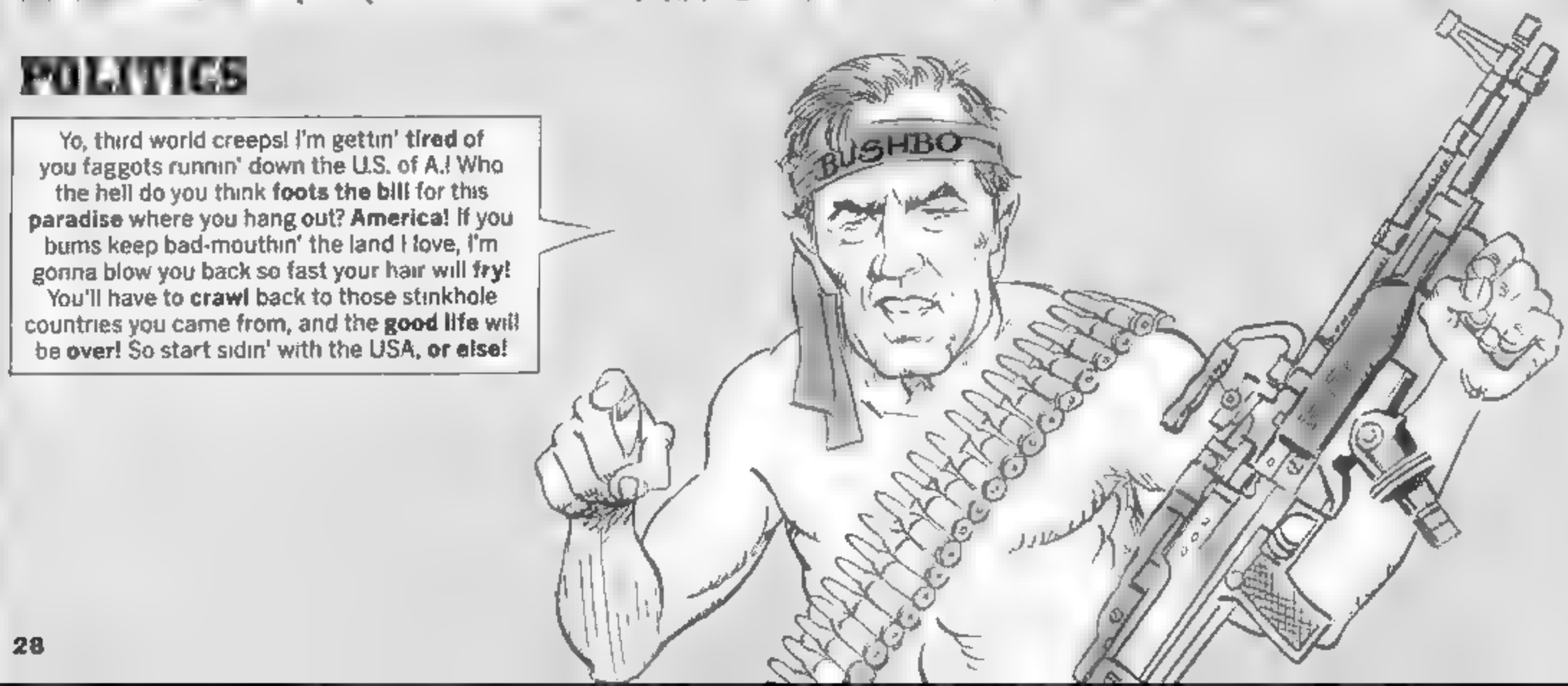
COMIC STRIPS

TRICK OR TREAT!
RATS! THAT LADY GAVE ME A ROCK LIKE SHE DOES EVERY HALLOWEEN!
HERE COMES DA TOUGH, BATTLE-HARDENED VET TO RESCUE HIS PATRIOTIC BUT STUPID BUDDY.
YO, KNEE-JERK LIBERAL, DON'T YA KNOW IT'S UN-AMERICAN TO SCREW KIDS ON HALLOWEEN?
ALL RIGHT! WAY TO GO!

KIDDIE TV SHOWS


Today, boys and girls, we're going to discuss the letter B. Mr. Rambo, can you think of any words beginning with B?
Yeah, Ernie, I can name a few, like, Battle, Bombs, Bulging Biceps, Body Beautiful. .
uh . Bullets. . Blow away..
Arrrrgggggghhhhhhhh!

POLITICS


Yo, third world creeps! I'm gettin' tired of you faggots runnin' down the U.S. of A.! Who the hell do you think foots the bill for this paradise where you hang out? America! If you bums keep bad-mouthin' the land I love, I'm gonna blow you back so fast your hair will fry! You'll have to crawl back to those stinkhole countries you came from, and the good life will be over! So start sidin' with the USA, or else!
BUSHBO

the arm—with the business end of a bazooka! That kind of spirit is pretty darn contagious! We at MAD bet that sooner or later it will get around to all areas of life. In fact, we've written a little article on it! You'll read it—and you'll LIKE IT!! And you'll be ready

ICE SPREADS EVERYWHERE

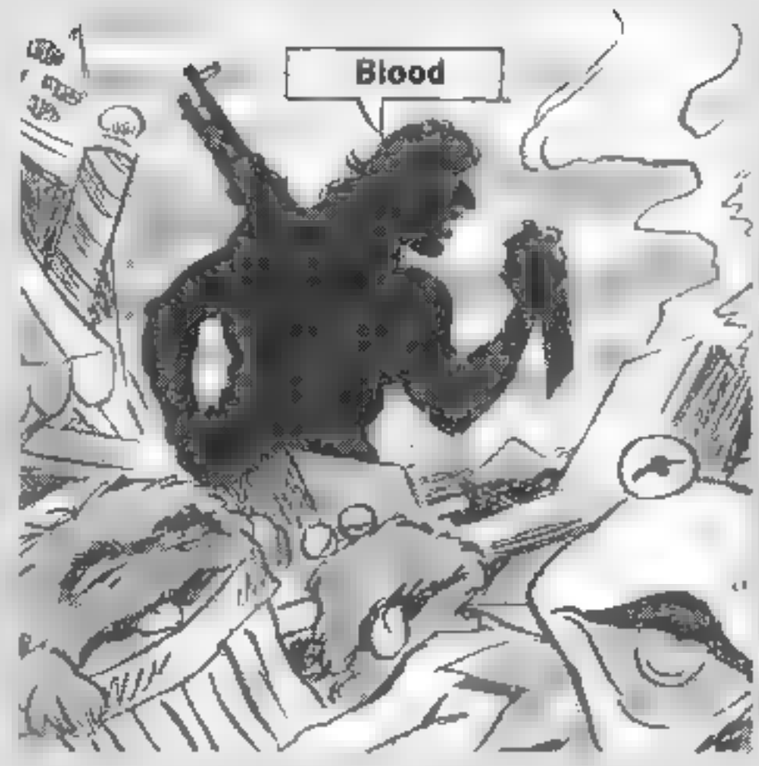
ADVICE COLUMNS

DEAR ANN: I've always been a very religious person, so naturally I'm opposed to war. I just turned 18 and I'm supposed to register for the draft. This goes against all my religious beliefs. As the Bible says, "Thou shalt not kill." My father says I should follow my own conscience. What do you advise?

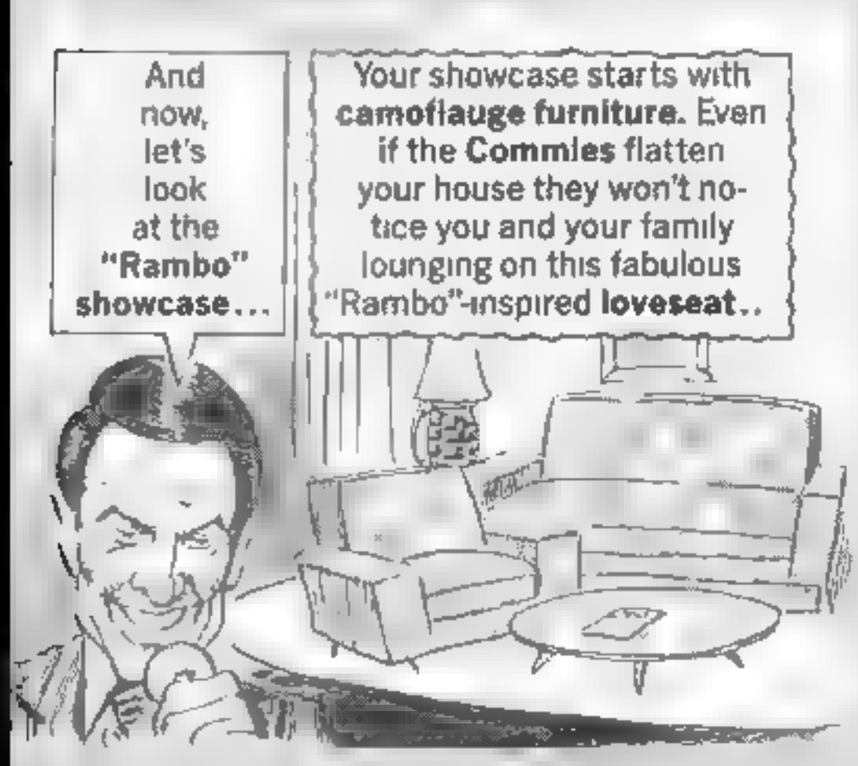
—**Troubled in Ohio**

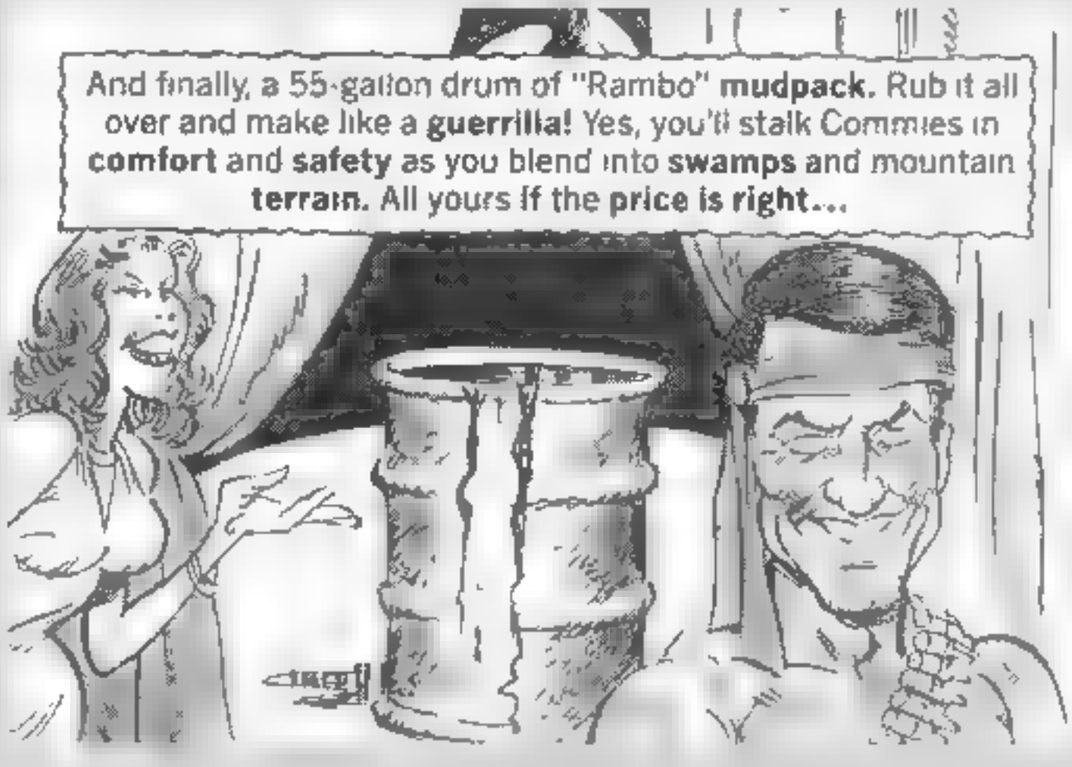
Dear Troubled: Wimps like you make me want to throw up. You're just another coward hiding behind the Bible. In case you missed it, the Bible also says, "An eye for an eye, a tooth for a tooth." So cut out all that phony religious garbage and for once in your life be a man! Be proud to serve your country! If all you religious nuts had your way, we wouldn't have an army and the Commies would take over without a fight, and believe me, they'd know how to deal with you Bible-thumping porkers!

Send for a copy of Ann's free booklet, "Killing Made Easy, a Guide For Patriotic Teenagers."



GAME SHOWS


And now, let's look at the "Rambo" showcase...
Your showcase starts with camoflauge furniture. Even if the Commies flatten your house they won't notice you and your family lounging on this fabulous "Rambo"-inspired loveseat..


And finally, a 55-gallon drum of "Rambo" mudpack. Rub it all over and make like a guerrilla! Yes, you'll stalk Commies in comfort and safety as you blend into swamps and mountain terrain. All yours if the price is right...

Yo, Rosy!

Hey, **Rambo!** Welcome to **Rosy's Diner!**

UMPH! Excuse me!

Yo! I said excuse me! Ain't you guys got no **manners?**

Blow it out **your ear!**

Blow **THIS** out your ear!

Sorry, Rosy! Guess I made a **mess** of things **again...**

Forget it, Rambo! No **problem!** I've got **Bounty Towels!**

See, Bounty's the **Quicker-Picker-Upper!**

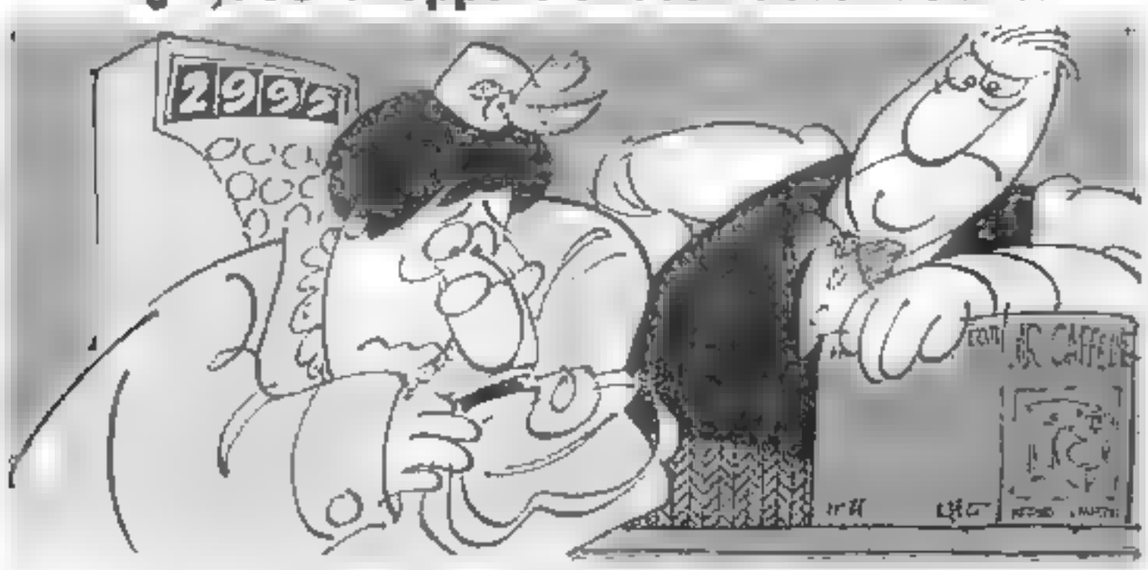
Yo! I sure coulda used Bounty in my **last film!**

GOOF OF PURCHASE DEPT.

For the benefit of those who have been on planet Mars since the decade's latest sales gimmick was born, the ad to the left is not trying to sell you a coffee maker for less than 30 bucks. Rather, it's trying to sell you a coffee maker for considerably more, and then telling you how to get part of your money refunded. Now you may ask why manufacturers just don't lower prices by the amount they seem anxious to give back anyway. The answer? That would really cost them money! But manufacturers figure that by making you go through a time consuming and complex (not to mention annoying!) rigamarole, the odds favor something going awry and they will never have to give any of your money back. Confused? Unconvinced? Then see for yourself as we now expose...

WHY 999 SHOPPERS OUT OF 1,000 NEVER COLLECT THOSE MANUFACTURERS' REBATES

Among 1,000 shoppers chosen at random...

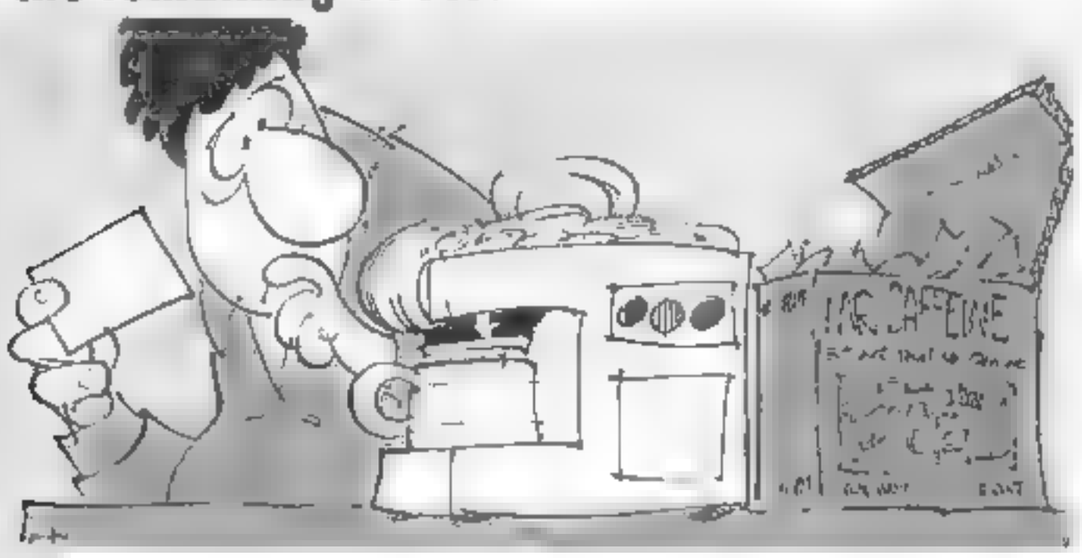


...183 will never get the product at all because they don't realize they have to take enough cash to the store to pay full price, and then engage in a major hassle to try to get some of it back.

Of the remaining 817...

...151 will attempt to get the rebate coupon and will be told that the store has just run out of them—but will not return the purchase price of the item, which has already been paid for.

Of the remaining 666...



... 46 will succeed in getting the coupon, only to find the model they just bought is not the one qualifying for the rebate.

Of the remaining 620...

...12 will be mugged in an alley next to the store and robbed of the product, the rebate coupon, the sales slip and maybe, their shoes.

ARTIST: PAUL COKER WRITER: TOM KOCH

Of the remaining 608...

...32 will buy more than one product offering a rebate, thus setting the stage for total failure when the coupons get mixed together and are ultimately all mailed to the wrong manufacturers.

Of the remaining 576...

...67 will never know if the date is printed on the register receipt because the lettering is a little too faint for them to read and a lot too faint for the manufacturer to accept.

Of the remaining 509...

... 40 will permanently install their purchase with its serial number facing the wall before they read that it must be copied onto the rebate application.

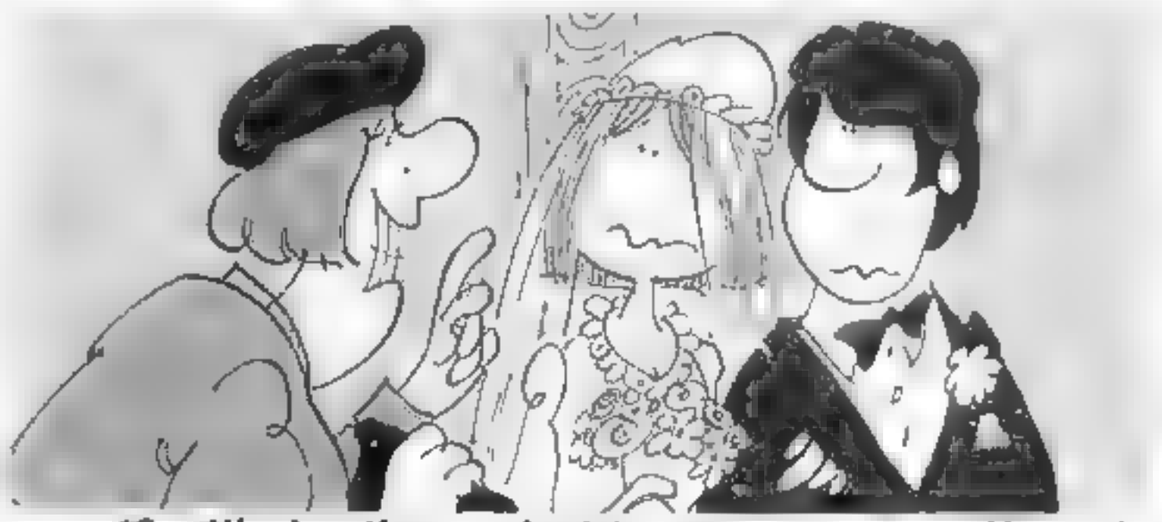
Of the remaining 469...

...72 will put the empty box out with the trash, forgetting that the "Proof Of Purchase" label printed on the side of it must also be mailed to the manufacturer.

Of the remaining 397...

...23 will successfully grab the box back from the trash man, and then discover that they don't know what a "Proof Of Purchase" label looks like.

Of the remaining 374...



...18 will give the product to someone as a gift, and then face the embarrassing job of trying to get the box back to obtain that vital "Proof Of Purchase" label.

Of the remaining 356...

...52 will buy a defective product, and then learn their warranty isn't any good unless they return the item with the same sales slip and register receipt they planned to use to collect the rebate.

Of the remaining 304...

...65 will successfully manage to assemble the rebate coupon, proof of purchase label, sales slip and register receipt, only to realize they have no idea where they're supposed to send it.

Of the remaining 239...

...27 will thoughtlessly transpose the manufacturer's post office box number and zip code, resulting in delivery to someone thousands of miles away who has no idea what all those papers are.

Of the remaining 212...

...54 will do an acceptable job in getting all of the correct documents into a properly addressed envelope and then will forget to put a stamp on it before they drop it in a mailbox.

Of the remaining 158...

...11 will remember to put a stamp on the envelope but then carelessly leave it in their coat pocket when they take the garment to the dry cleaners.

Of the remaining 147...

...9 will prove to be the owners of new puppies that love to chew anything made of paper into tiny little bits—especially the outgoing mail.

Of the remaining 138...

...52 will assume they've mailed their rebate application when they thoughtlessly drop the envelope into a laundry chute, bank depository or public trash can.

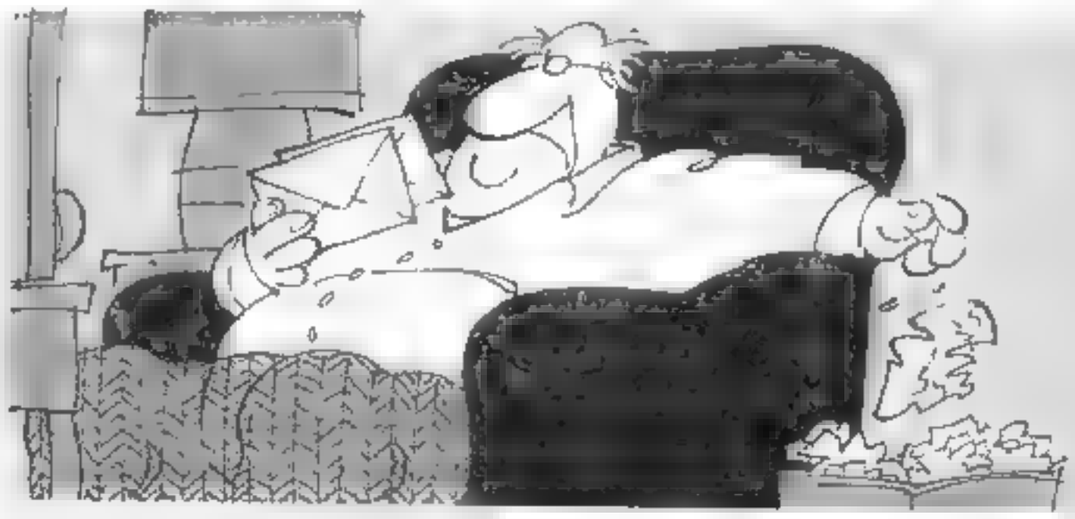
Of the remaining 86...

...5 will leave their applications for the mailman, not knowing he's a grump who shows anger over making pickups by stuffing them in a storm drain.

Of the remaining 81...

...15 will have their application returned through the mail and get the cheery news the manufacturer moved and conveniently forgot to leave a forwarding address.

Of the remaining 66...



...65 will have forgotten about the whole thing before their rebate check arrives six months later and will toss out the unopened envelope, thinking it's an ad.

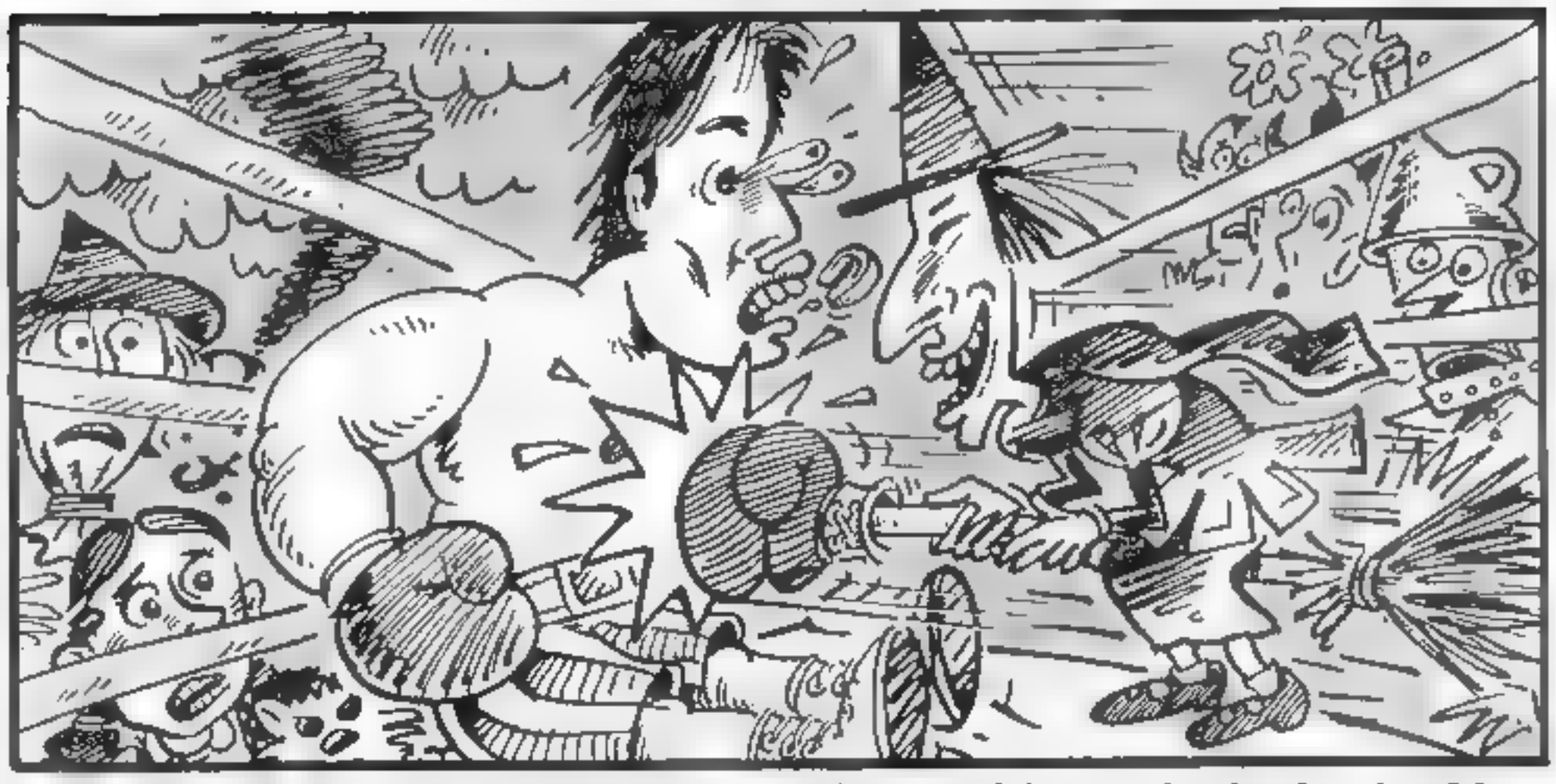
MAY THE FOES BE WITH YOU DEPT.

One of the keys to the success of the Rocky series is the thrilling, charismatic villains Sly Stallone invents: Apollo Creed! Clubber Lang! Drago! But who's left? Where are Rocky's next opponents going to come from? We think Sly plans to pilfer old movies for Bad Guys to fight. Here are the scenerios for...

ROCKY V, VI, VII, VIII, IX, X, XI OR, THE ITALIAN SCALLION VS THE GREAT HOLLYWOOD VILLAINS

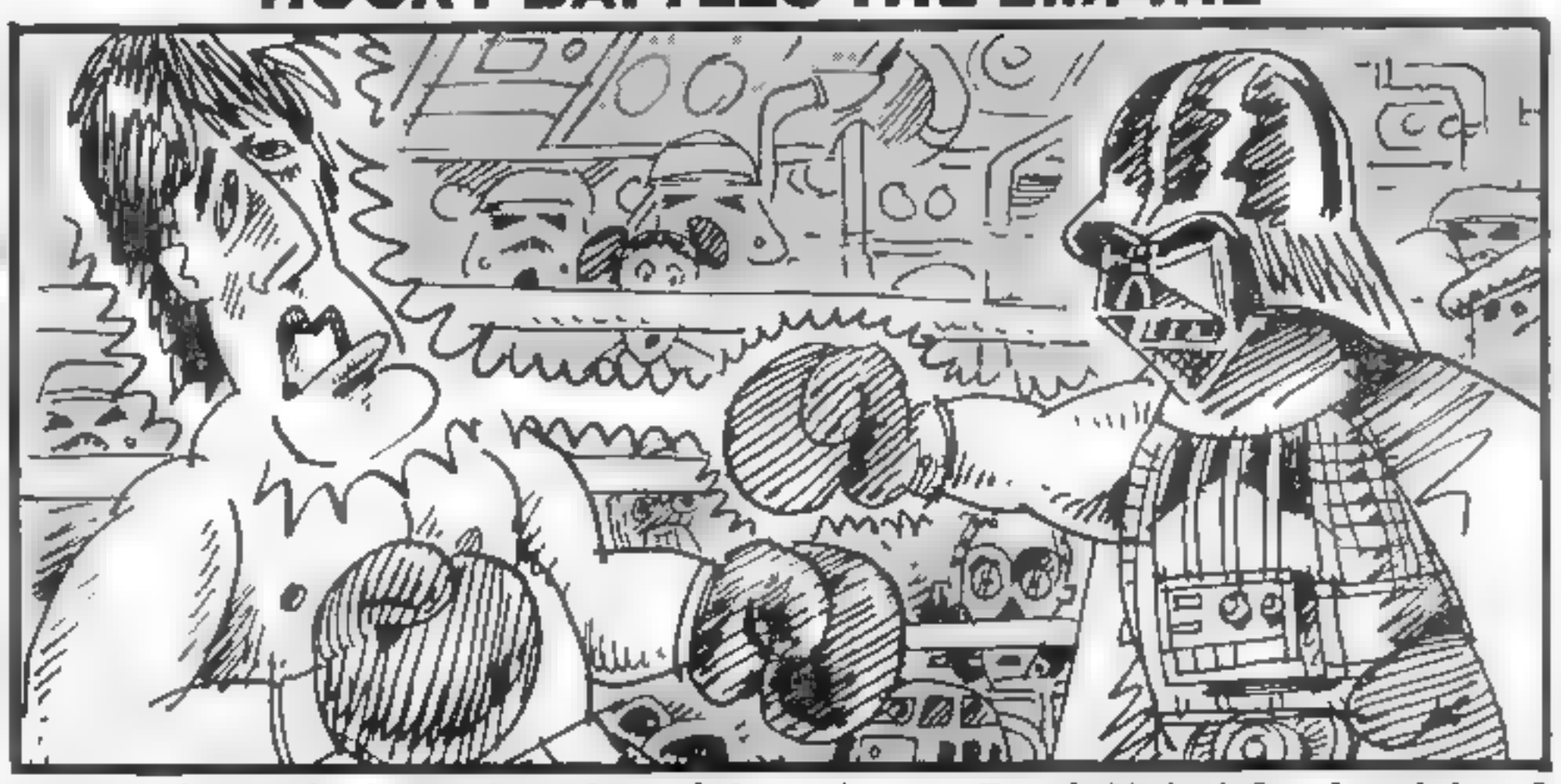
ARTIST AND WRITER· TOM HACHTMAN

THE ROCKY OF OZ



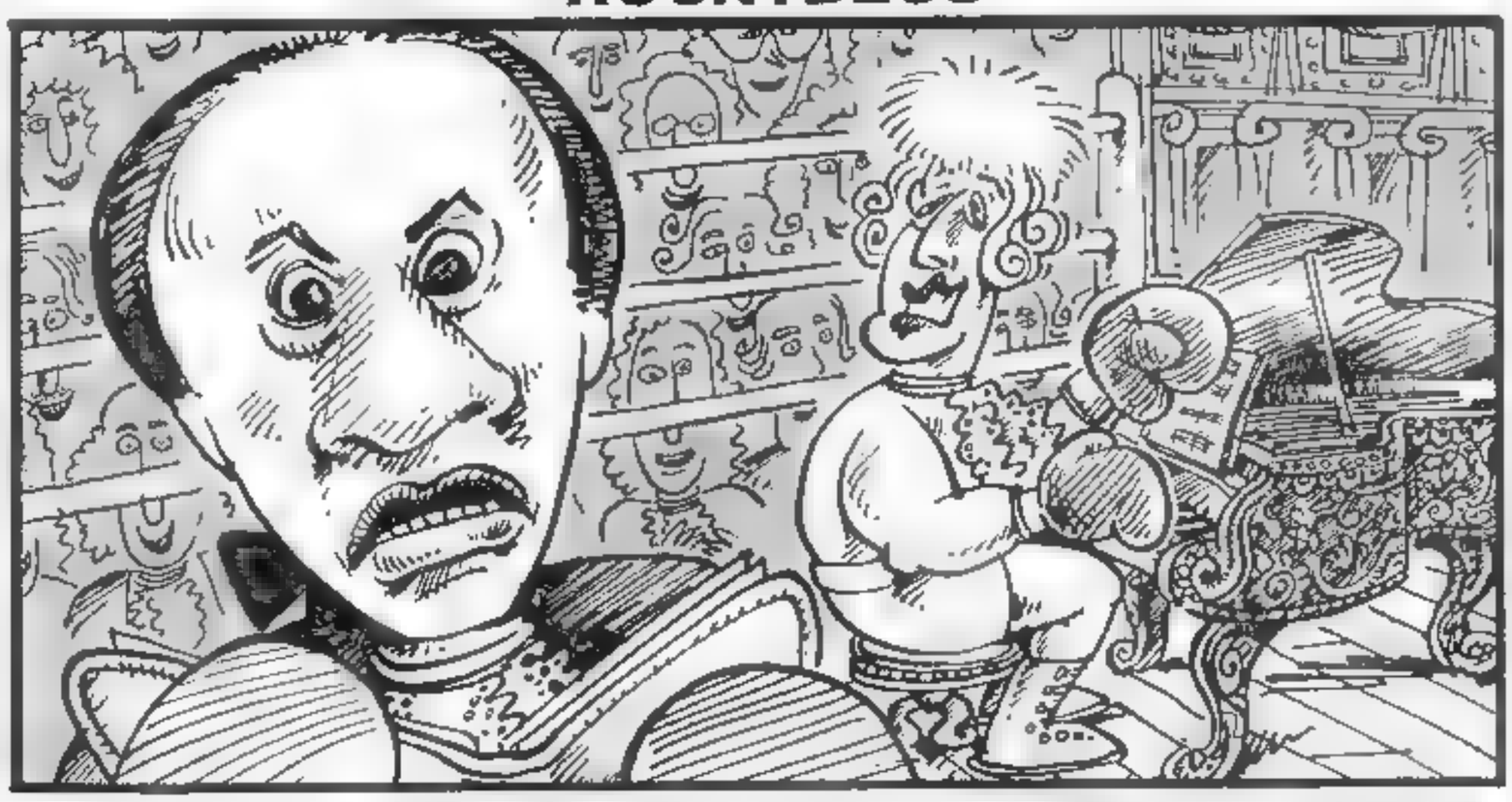
In his first musical, Rocky, the lovable boxer without a brain, battles Margaret Hamilton, The Wicked Witch of The West! In the closing seconds of the fight, Rocky is saved from being counted out when a giant tornado picks up the Champ, carries him over the rainbow, and dumps him back in South Philly!

ROCKY BATTLES THE EMPIRE



It's Rocky vs the heavy breather of the universe, Darth Vader! On the night of the fight, Rock learns that Darth (aka "Lazer Fists") is really Don King! Can Rocky call on "The Force" in time to save the Boxing Federation? Is Don King Rock's long lost father? May the fists be with you in this battle of slow wit vs evil!

ROCKYDEUS



In this lavish costume drama, Rocky mocks his rival Salieri by donning boxing gloves and pounding out one of the poor man's bland melodies on the clavier. Salieri beseeches God, "Why did you choose this moronic brute for such gifts and not me?!" This is the cultural Rocky film the critics have been asking for!

ROCKY THE THIRTEENTH

Rocky suffers his most brutal beating when he meets the summer camp champ, Jason, "The Mutilator"! Will this battle of the sequels really be "The Final Chapter"?? A blood lover's delight!

JOHN CARPENTER'S THE THING IN THE RING

All of Rocky's former foes merge into one big, mutating lump and return for a rematch. If Rock isn't careful this slithering "Thing" will mimic his cellular structure and Rocky movies will never be the same—or just possibly more alike than ever!

ROCKY FLEW OVER THE CUCKOO'S NEST

Rocky fakes being punch-drunk to get into psychiatric hospital for a rest. But once in, he faces his meanest opponent yet—Nurse Cratchett! In round one, Big Nurse gives Rock a dose of medication! In round four, she zaps him with electro-shock! In round 10, she hits him with a frontal lobotomy! Will any of this punishment have a noticeable effect on the Champ??

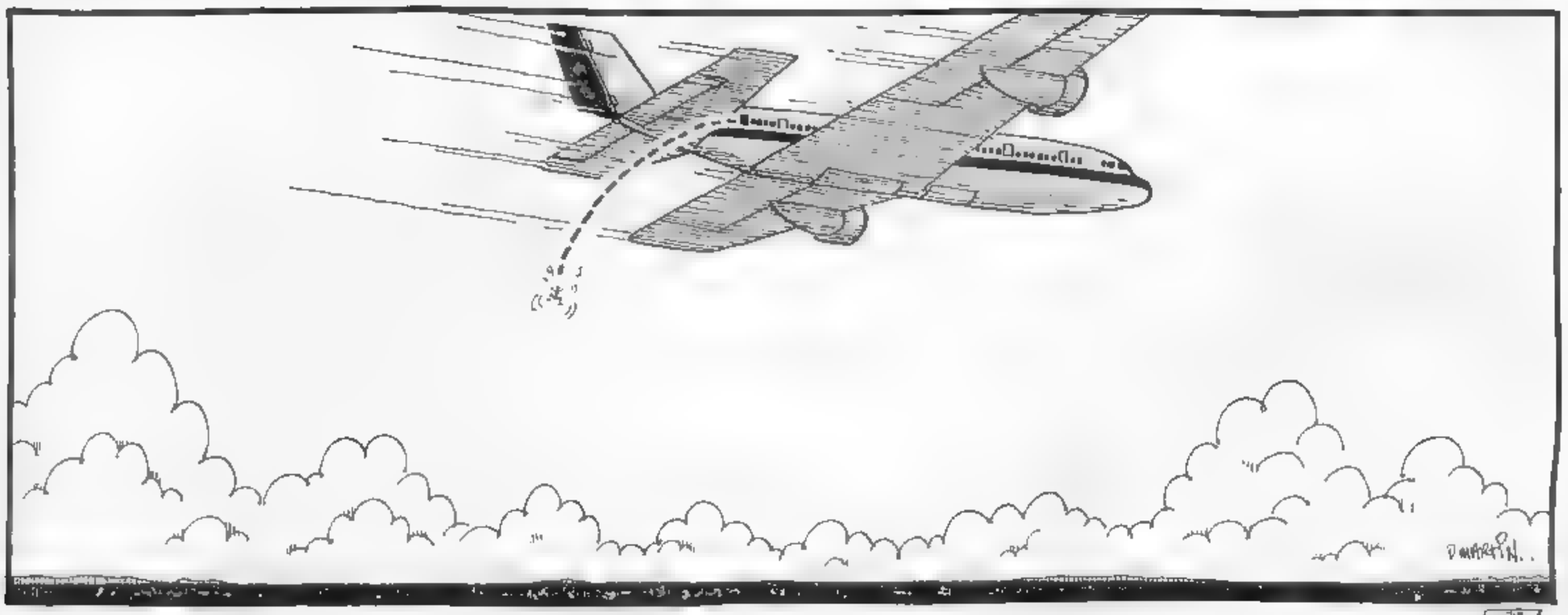
ROCKY DEAREST

Faye Dunaway is charming as Joan Crawford—until the blood starts to spill! The minute one itsy bitsy drop soils the spotless canvas, Rocky finds himself down for the count—scrubbing the mat! As the referee cries, "NO WIRE HANGERS!" a dazed Rocky wonders if this could be his last tangle!

DON MARTIN DEPT. PART II

ONE GRIM AFTERNOON OVER THE MEDITERRANEAN

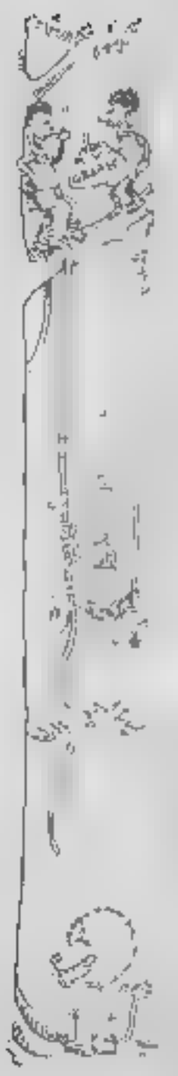
Attention all passengers! The pilot advises that this is a **"No Frill" flight!** We'll have to **charge** each of you for the **extra mileage!**



ARTIST· DON MARTIN WRITER· DON EDWING

A HARD ACT TO SWALLOW DEPT.

There are some intense rivalries going on these days—AT&T vs Sprint, Reagan vs Congress, Joan Rivers vs Liz Taylor. But for all-out, no-holds-barred fighting, nothing can compare with the war going on between Coke and Pepsi! And as the battle roars on, you can bet that the fighting will get rougher and dirtier. With that in mind, MAD now takes a look ahead to...



WHEN The Coke/PEPSI RIVALRY Gets Out Of HAND

ARTIST ANGELO TORRES WRITER FRANK JACOBS

The War Escalates With This Coke Ad:

The Blindfold Taste Test Coke Was Happy To Lose!

We tested Coke and Pepsi with a disgusting group of rapists, muggers and degenerates.

In this blindfold Taste Test, over 92 percent of these creeps preferred Pepsi! And that's just fine with us!

We don't need them! We don't want them! Pepsi can have them! We'll stick with the clean-living, law-abiding, upstanding customers who've made Coke Number One!

COCA-COLA

The Refreshing Way to Self-Respect!

Pepsi Retaliates With This Ad:

Coke And Jock Itch— Coincidence Or Fact?

No one knows for sure how the jock itch epidemic began. But one fact is clear! THE LATEST DEADLY OUTBREAK OF JOCK ITCH AND THE INTRODUCTION OF THE "NEW COCA-COLA" OCCURRED AT THE SAME TIME! Is it any wonder Coke quickly brought back their so-called "Coca-Cola Classic"?

Pepsi wants its loyal customers to enjoy good health and live long, happy lives! So we don't mess around by carelessly coming out with risky new formulas!

That's because...PEPSI CARES!

PEPSI

Better Tasting! More Satisfying! Medically Safe!

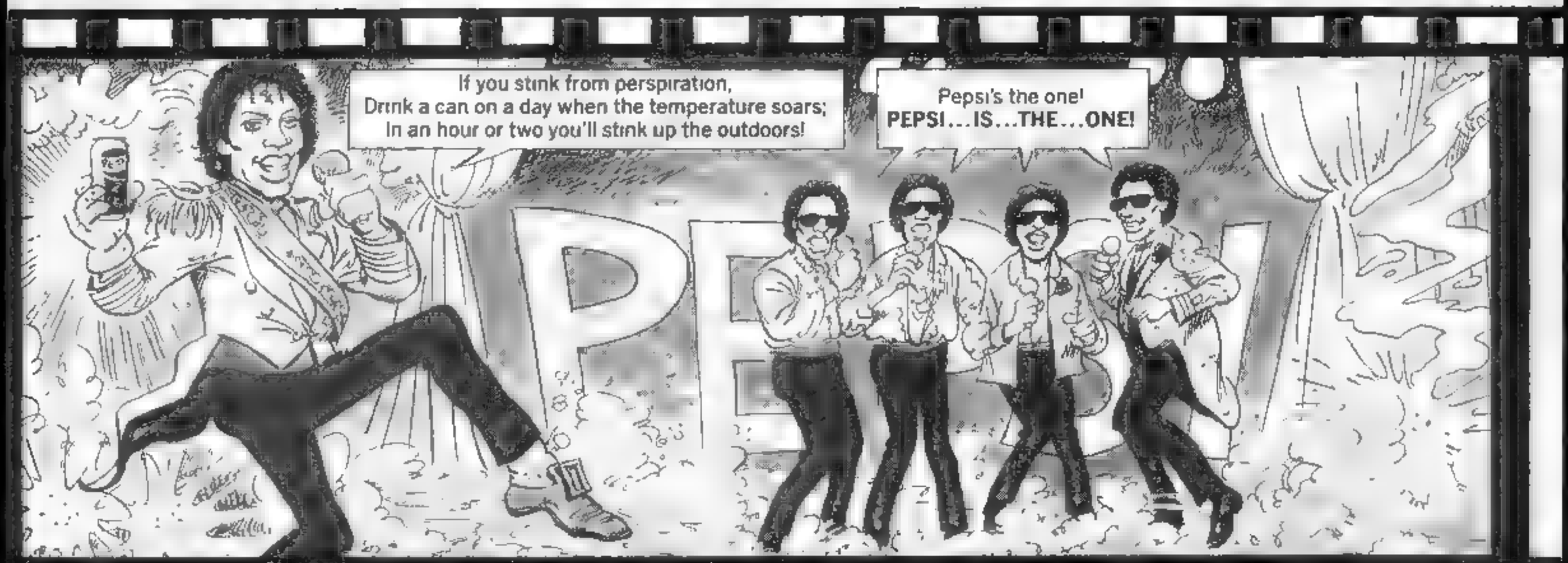
Coke Responds With Its Own Version Of This Pepsi Commercial!

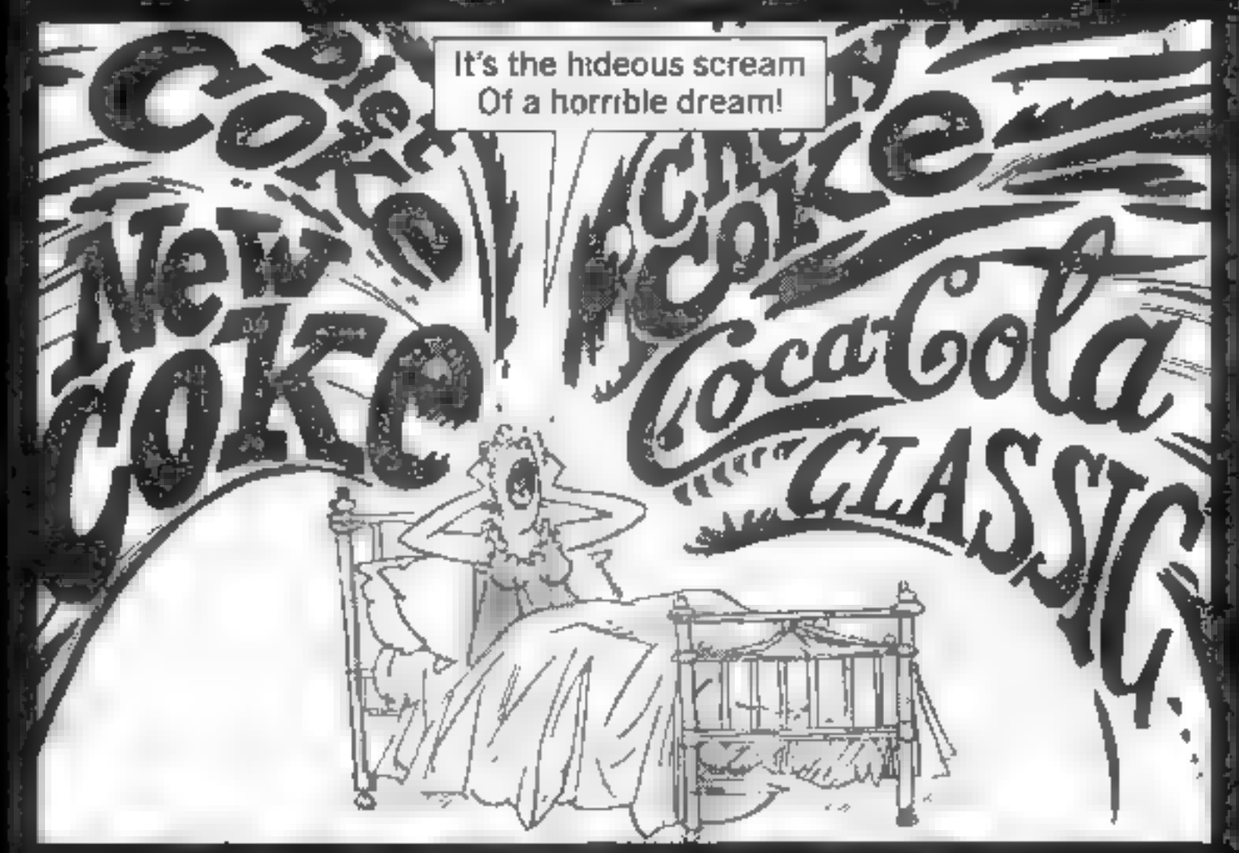
It's the Pepsi Generation!
You can tell that they're nerds from the slobbering slurp—
From the sickening taste to the ear-splitting burp!
Pepsi's the one!
Pepsi's the one!
If you ache from constipation
Drink a can of the stuff like a real Pepsi freak!
You'll be sick in the gut with the runs for a week!
PEPSI
Pepsi's the one!
Pepsi's the one!

Pepsi Comes Back With Its Version Of This Coke Commercial

It's the way that you feel
When you're bloated with gas!
It's your date throwing up
When you're making a pass!
It's the way people stare
At the hairs in your nose!
It's the smell in the air
When you're pickin' your toes!

CAR WASH


If you stink from perspiration,
Drink a can on a day when the temperature soars;
In an hour or two you'll stink up the outdoors!
Pepsi's the one!
PEPSI...IS...THE...ONE!


Diet Coke
New Coke
It's the hideous scream
Of a horrible dream!
Cherry Coke
Coca-Cola
CLASSIC

It's a face—
Full of zits!
Coke's the pits!
Cherry Coke

It's that look of decay
When your teeth rot away!

Give it up!
Call it quits!
Throw it out!
COKE'S...THE...PITS!

Coke Counterattacks With This Ad:

COKE, NYET! PEPSI, DA!

We at Coke don't want to accuse Pepsi of trading with the enemy. But facts are facts, and it *is true* that more Pepsi is sold in the Soviet Union than *any other soft drink!*

Tell us, Pepsi!

How did you wangle that "exclusive contract" with the Russians? What did you promise in return? U.S. Government secrets? Plans for new American weapons?

SOME WOULD CALL IT TREASON! Whatever it is, you can bet that millions of loyal, patriotic Americans are now wondering about the PEPSI-SOVIET CONNECTION!

Pepsi has every right to sell its product. But we'd hate to think that Pepsi is selling out its country!

SO TELL US, PEPSI
Whose Side Are You On?

Pepsi Answers Back With This Ad:

Coke Addiction!

America's Number One Problem!

Where do you suppose Coca-Cola got the "Coca" from?

From COCAINE—that's where!

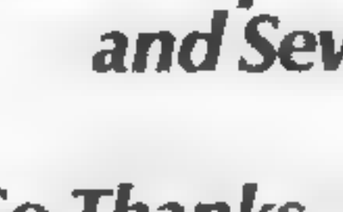
The people at Coke claim they haven't put cocaine in Coca-Cola for many years. But are they telling the truth? Who's to know? After all, THEY KEEP THEIR FORMULA A SECRET!

SHOW US YOUR FORMULA, COKE! Only then will the world be satisfied that you don't use COCAINE! Until then, everyone has the right to ask: "Is Drinking Coke Worth The Risk?"

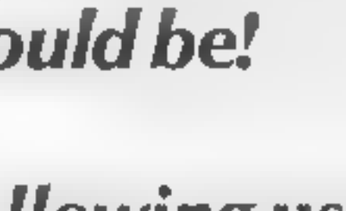
PEPSI

The Choice of the Unhooked Generation!

Finally, the ugly, vicious war will end with this joint ad:



A TOAST TO PEACE!



The Coke-Pepsi War is over! Pepsi and Coke will never fight again!

Actually, we never were mad at each other. The truth can now be told: Together we planned the entire "dirty" campaign from the start! And, wow, how it worked!

We got so much attention that now we've captured an even bigger share of the soft-drink market. Which keeps us on top! And keeps wimp "competitors"—like Royal Crown, C&C Cola and Seven-Up—on the bottom! Where they should be!

So Thanks, America, for swallowing it! And for swallowing us!

HUCKSTERMANIA DEPT.

"**Yo**, I'm **Sly Gavone.** In case you're wonderin' what a **superstar** like **me** is doin' in this **crummy magazine,** I'm just showin' another **facet** of my **great talent.** If you saw **"Rhinestone,"** you know I'm a **singer.** If you saw **"Staying Alive"** you know I'm a **director.** If you heard me shout out **"Yaaaaaaahh"** in **"Rambo"** and **"Addreeeeeeeaaan"** in **"Rocky,"** you know I'm a **screenwriter! Now,** I'm an **interviewer.** Besides my **movies,** the **biggest money maker** in show biz today is **pro wrestling!** In order to find out **why** it has suddenly become so **popular,** I'm gonna **interview** the **president** of the **MMF,** the **Money Making Federation, Mr. Wince McMoney,** who was recently chosen as..."

MAD'S WRESTLING PROMOTER OF THE YEAR

ARTIST: MORT DRUCKER WRITER LOU SILVERSTONE

Hey, Mister **McMoney!** I'm **Sly Gavone** and

Sorry fella, I **can't use** you. You've got a **great costume** and a **good body,** but you're **too small** to be a **heavyweight** and too **big** to be a **midget.** Hm, maybe if you put on a **bra** and **shaved** your **legs** we could pass you off as a **lady wrestler**...

I **ain't no** wrestler. I'm here to **interview** you for **MAD Magazine.**

I hope you're **not** going to ask me **if wrestling is phony.**

I'm not **that punchy! I saw** what happened to **John Stossel** on **"20/20"** when he asked **that question!**

Come on, I'll show you around my **empire.**

I'm **always** on the **lookout** for **new talent** and **gimmicks.** The public is **never** satisfied! I've staged **spiked boot** bouts and had **guys wrestling** in a **barbed wire cage!** But fans want **more blood!** I was thinking of having a **chain saw** match but I'm afraid it might cause too much **damage.**

BRRR

To the **wrestlers?**

RRR

No, to the **ring equipment!** One of those **clowns** might **cut a ring post** by **mistake!** That stuff is **expensive!**

RRR

Hey, I've got an **idea,** why don't you **throw** a **wrestler** in with a **lion?**

I **already** thought of that but The **Humane Society objected!** They said it was **too degrading** to the lion!

We're **auditioning** some **new wrestlers.** Okay, guys, tell me about yourselves.

I am the **Thing From Outer Space.** I need **human blood** to **survive!**

Rooaaarr! Me Abominable Snowman! My body temperature is **below freezing!** I **chill** opponents with my **Polar Bear Icicle Hold!**

We are the only **Siamese Twin tag team** in captivity!

I'm **Brick Armstrong,** All-American. I was **NCAA champ** and I won a **medal** in the **Olympics.**

Somebody get that **weirdo** out of here before I **barf!**

This is where we **test** new **referees.** Okay, guys, **watch** this **film** and tell me what you **see.**

The first guy took a **bowling pin** outta his **tights** and **hit** his **opponent.** That's a **foul!**

Right, he should be **disqualified! Rule 234, Section 15.**

I didn't see a thing!

You're **hired!** The other two can **split.**

Why did you **hire that** guy? He must have something **wrong** with his **eyes! Everybody** could **see** that **foul!**

That's the **idea!** Everybody **is** supposed to **see** it **except** the **ref.** If we **start playing** by the **rules,** we'd **lose** half our **audience!**

Is all that **dirty stuff** the reason **rasslin'** is so **popular?**

Sure! **Plus we give** the **public** what they **want:** A confrontation of **good** and **evil! Violence! Bloodshed!** And large gobs of **Patriotism!**

That's the **same formula** I use in **my movies!**

That's **also** the same formula **Reagan** used to get **re-elected!**

RING-A-LEEVIO

What happens if one of your **wrestlers** gets **injured?**

I really **hate** to see that happen

You mean you **worry** about how the guy's gonna make **money** if he can't **wrestle?**

No, I worry about how **I'm** going to **make money** if he can't **wrestle!**

Do wrestlers have a retirement plan?

Sure, if they're not too **punchy,** they can go back to **pumping gas!** Of course, if they're really **popular** with the fans they can become **managers**... like these guys

BRUUURRP!

Remember what we did to you at Pearl Harbor, **yankee pig!**

America is full of **pencil-neck geeks!**

HUMERUS BONE

AH BAN

This is one of the most **important** parts of a wrestler's **training.**

Are they **learning** how to apply **wrestling holds?**

No, they're taking **acting lessons!**

Put some **feeling** into it! Sound like you're in **real pain!**

Like, what's my **motivation?**

If you can't make those **idiotic fans** believe you're **really suffering,** you'll be back shoveling **horse manure** at the race track!

Yaalaalaal!

A **star** is **born!**

How did you dream up the **rock-wrestling connection?**

It was **natural!** I mean, just **look** at the **weird characters** with their **ridiculous** outfits and **silly** hair.

Yeah, those **rock stars** are a bunch of **[illegible]!**

I was talking about the **wrestlers!** The only **difference** between them and **rock singers** is that **wrestlers are bigger** and they can **sing better!**

How come **wrestling** shows get such high **TV ratings?**

I use **better script writers** than the **networks!** Come on, I'm late for a conference on the next **championship** bout.

Are you going to **discuss** who the champ's **next opponent** is going to be?

No, we're going to **discuss** who the **next champ** is going to be!

Wince, you're gonna **love** this concept, the old personality switch: The **Bulk** stays in the **Sun** too long and **fries** his **brain!** He becomes mean and **punches out Sindy Laffer! Rowdy** comes to her **aid** because he thinks people who wear **skirts** should stick together! He **clobbers** The **Bulk** and **wins** the title!

WAK!

So far I like it!

You ain't seen nothin' yet! There's a **full moon** and **Rowdy** flips out! He **clobbers** Sindy's **mother** on the **Letterman** Show! The **Bulk** is struck by **lightning,** curing his **brain damage!** He becomes **Mr. Clean** again and challenges **Rowdy** for the **title!** It'll be **bigger** than the **Super Bowl!!**

Sounds good to me! I always **wanted** to be on the **Letterman** Show!

It's okay as long as I get my **belt back,** otherwise my **pants'll** keep falling **down!**

Man, you've got some **real far out** characters in your business!

You want to see the **really off-the-wall** characters in this business? Step this way, they're the ...

. **wrestling fans!**

I thought the **beautiful people** were the **new wrestling fans?!**

These are the beautiful people! The **real crazies** are up in the **cheap seats!** Even the **wrestlers** are afraid to go up there!

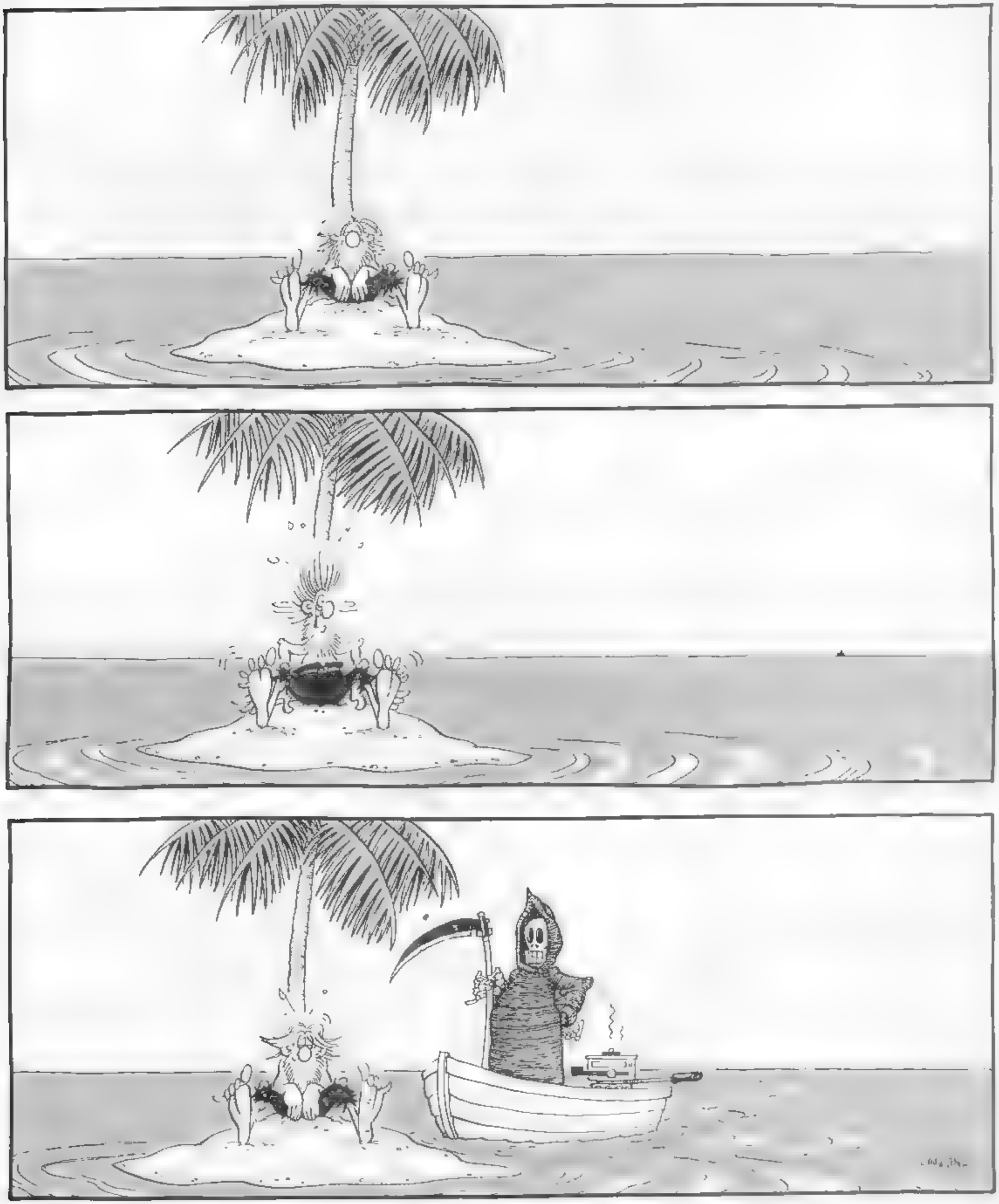
KILL! MAIM!

KILL!!! KILL!!! WE WANT BLOOD!!!

This is Sly Gavone signing off for **MAD Magazine** ..

HENRY BEER

ONE GRIM TWILIGHT IN THE SOUTH PACIFIC



SERGIO ARAGONES DEPT.

A MAD LOOK AT WATER

ARTIST AND WRITER SERGIO ARAGONES

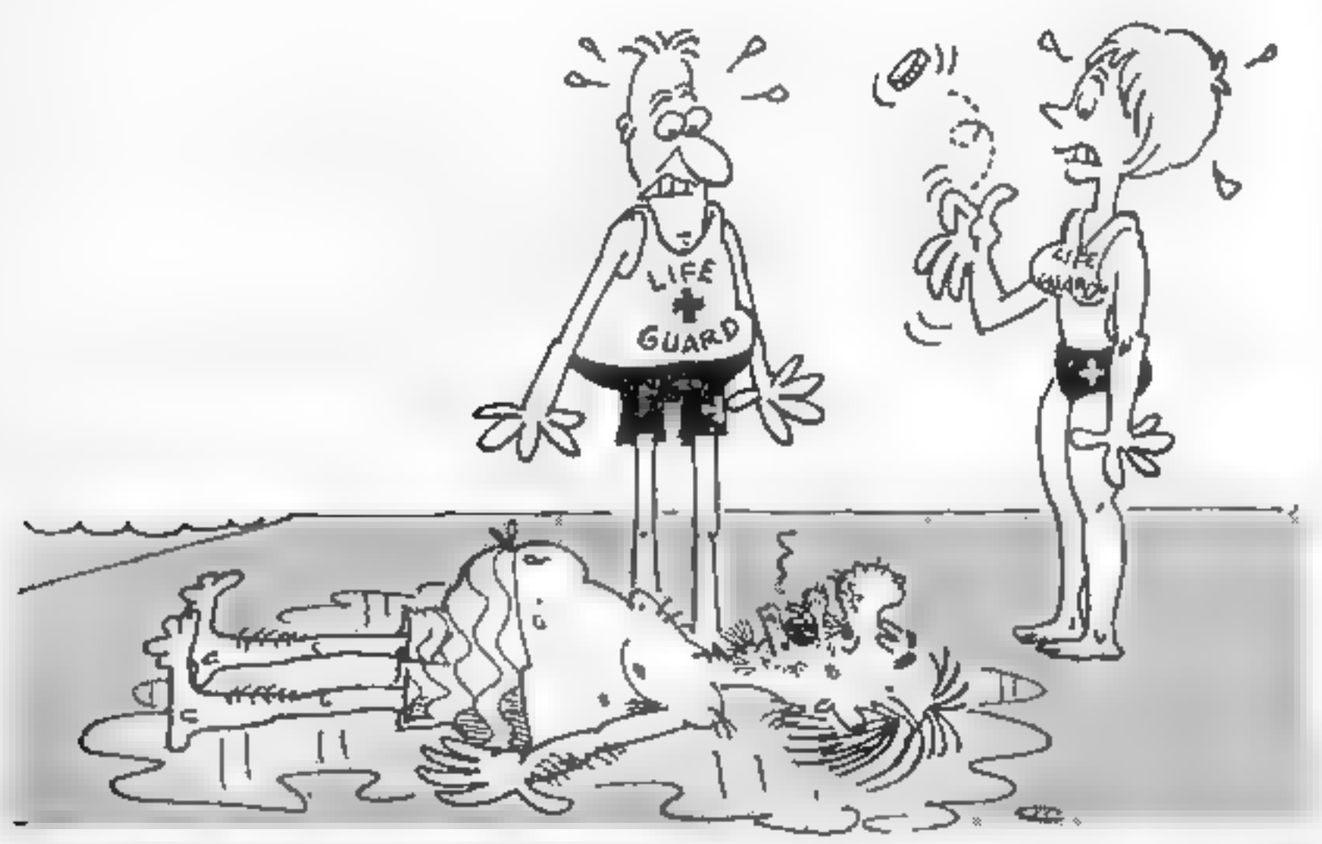
SPORTS

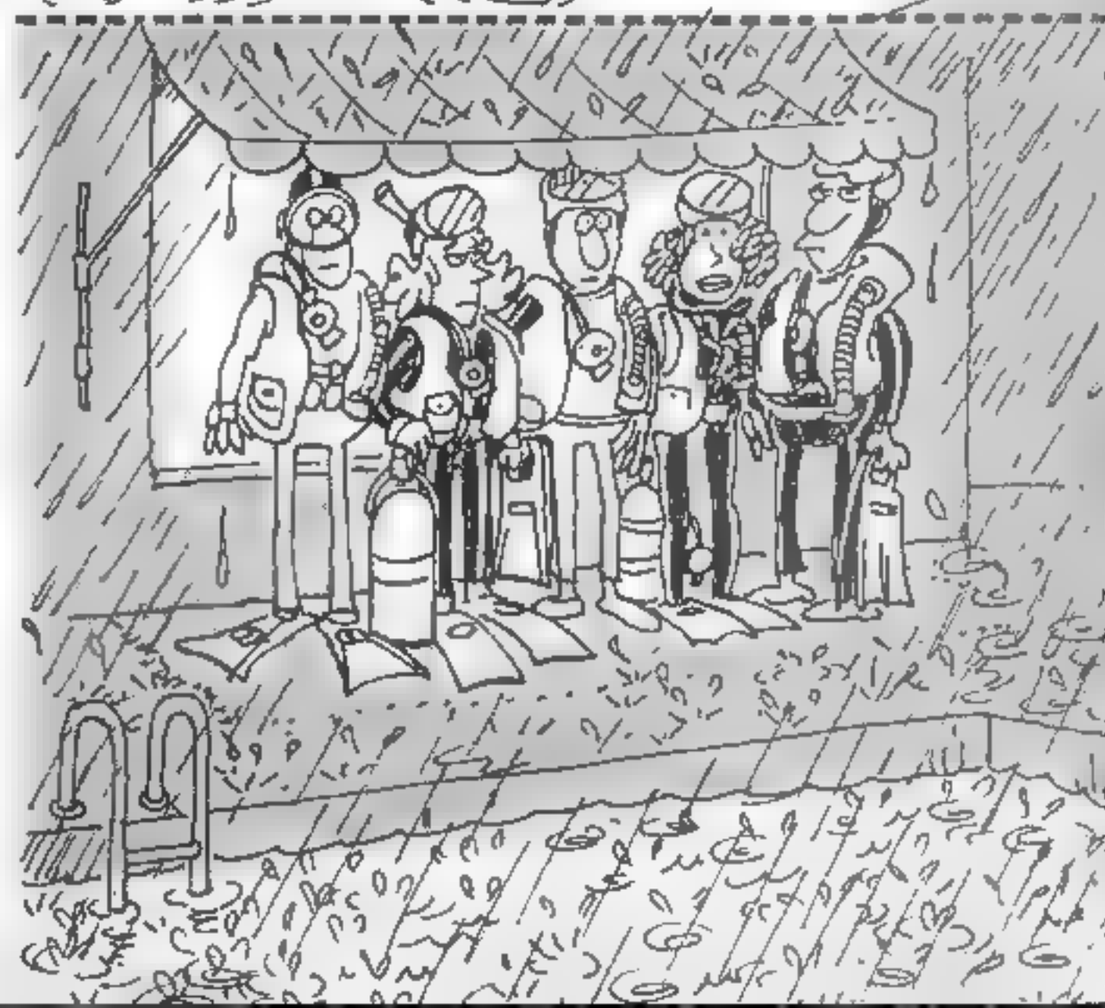
LIFE
GUARD

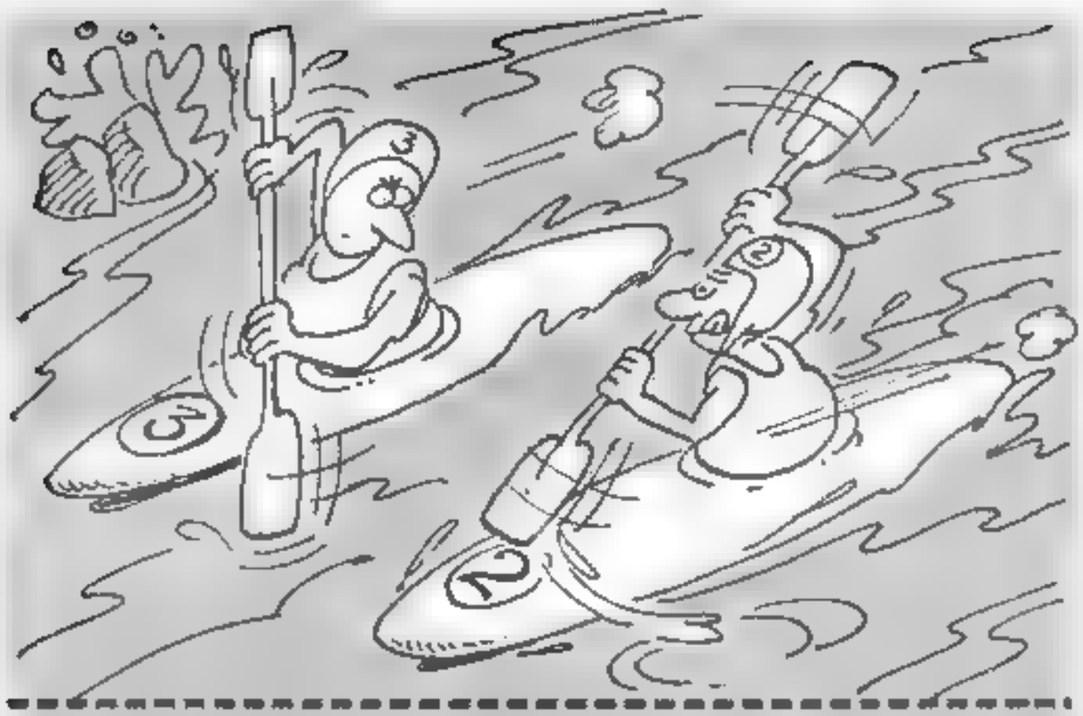
Free FOR GUESTS
HOTEL

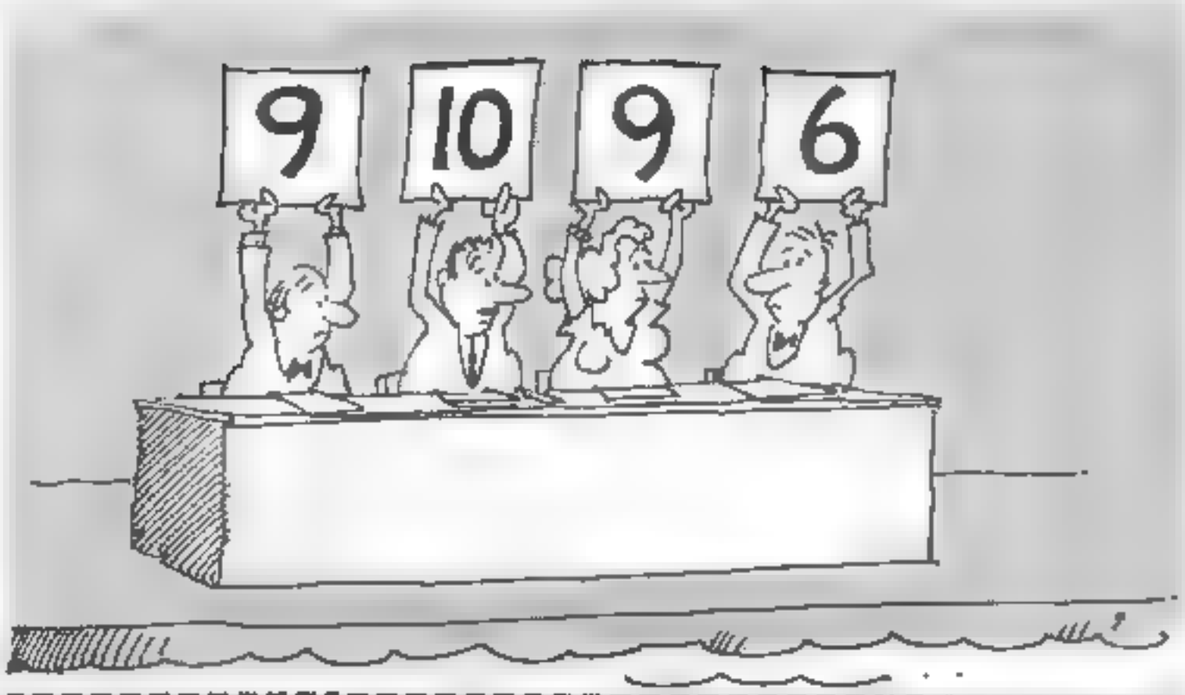
DIVING
SCHOOL

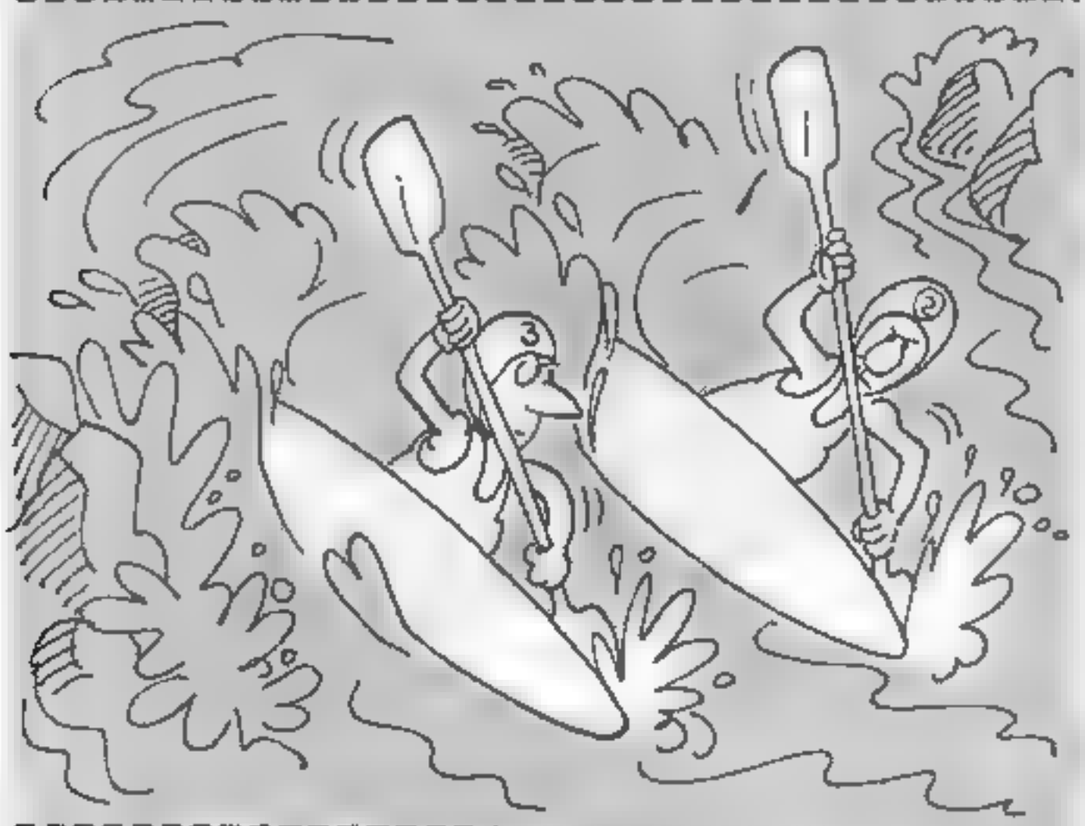
DIVING
SCHOOL


LIFE
GUARD





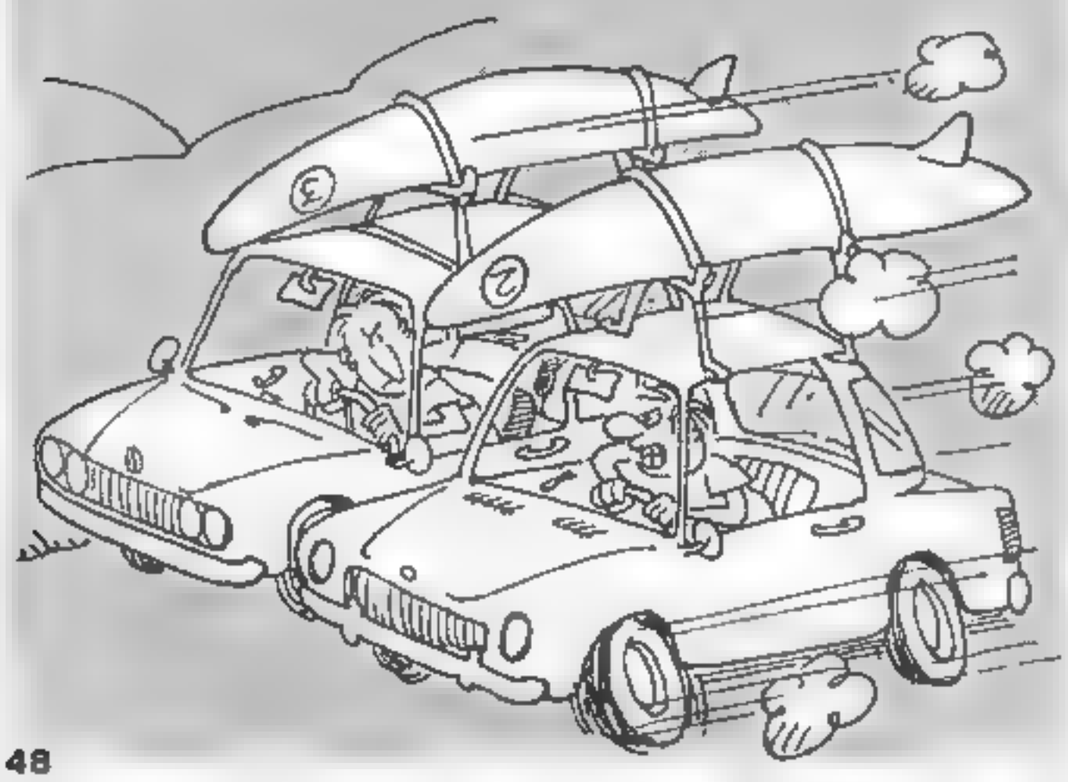

9
10
9
6

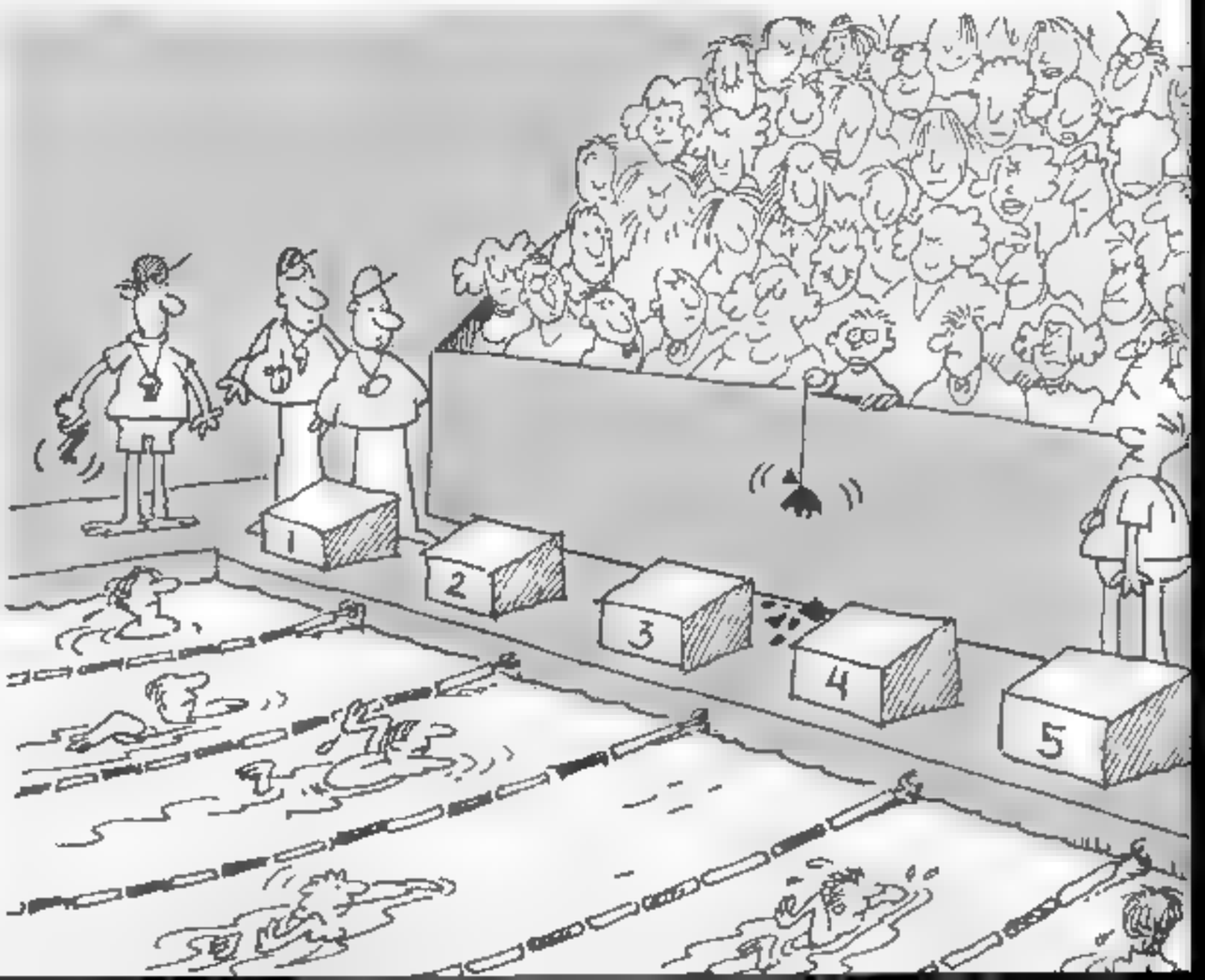


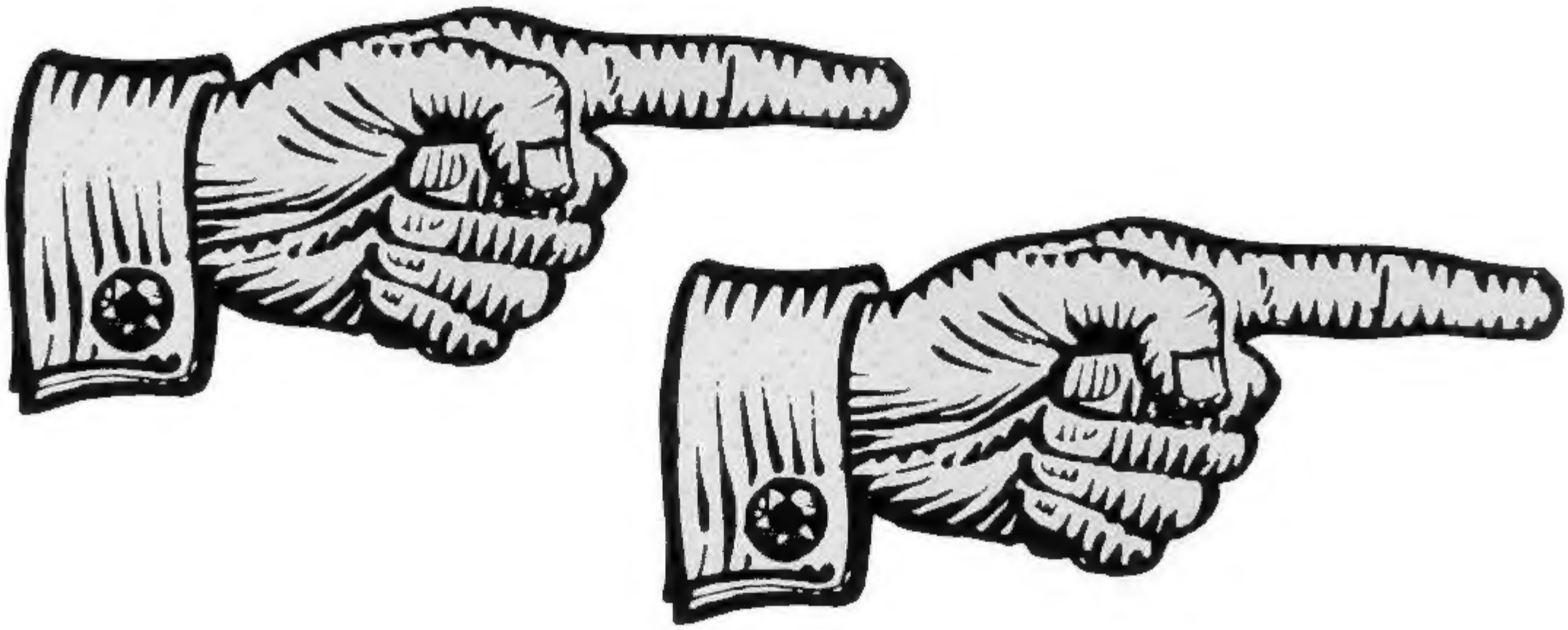
9
10
9
6

FINISH

9
10
9
9

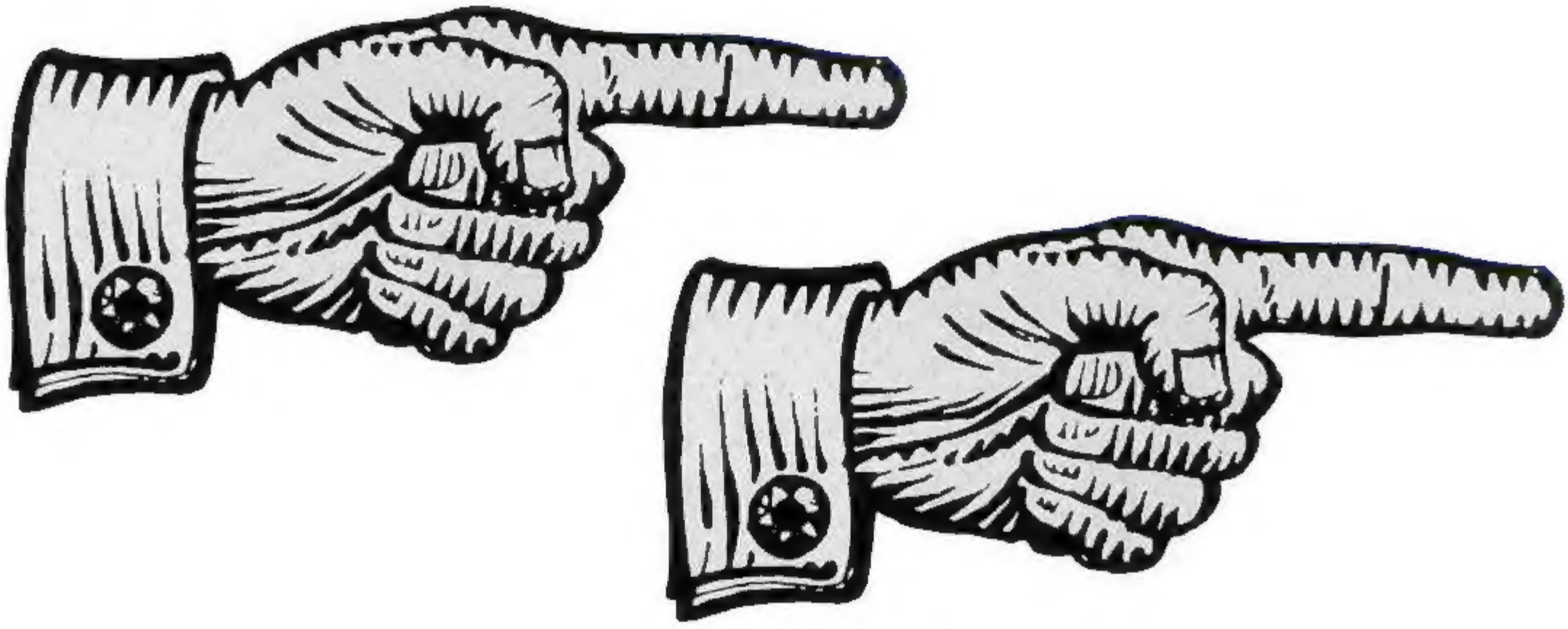



1
2
3
4
5



Nothing to see here!

Please skip ahead.



WHAT'S THE BIGGEST FINANCIAL DRAIN ON THE FEDERAL GOVERNMENT?

SURPRISE! HERE'S ANOTHER RIDICULOUS

MAD FOLD-IN

Our government supports thousands of expensive programs. Fold page in as shown to find out the one that's really draining the Treasury!

FOLD PAGE OVER LIKE THIS!

A► FOLD THIS SECTION OVER LEFT ◄B FOLD BACK SO "A" MEETS "B"

DEFICITS ARE CAUSED BY PROGRAMS WHOSE EXPENSE WE CAN'T AFFORD. TO END THIS WE NEED NEW CONTROLS. TAX PAYERS ARE TIRED OF BEING BENEFACTORS

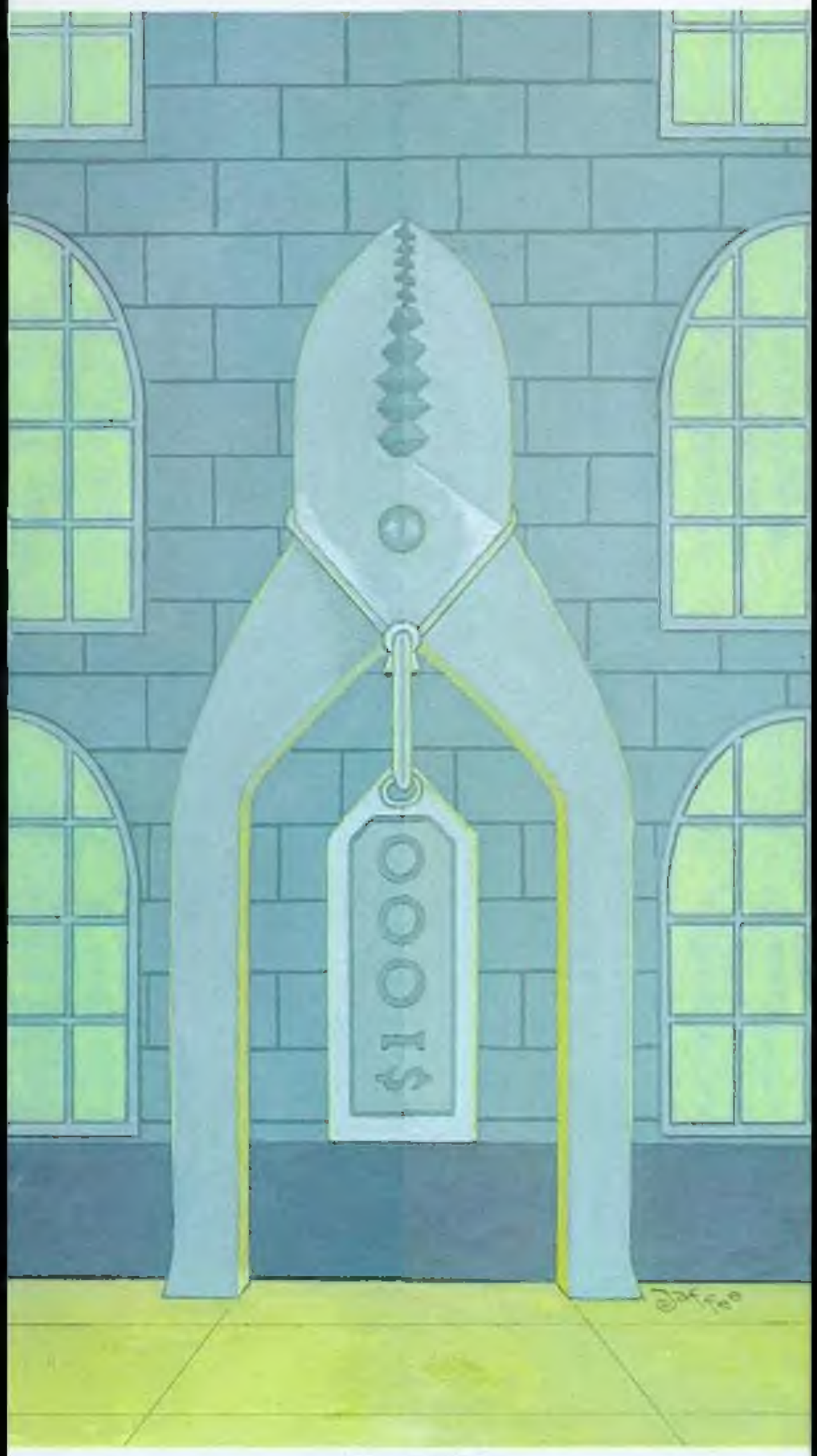
A► ◄B

WRITER AND ARTIST:
AL JAFFEE

WHAT'S THE BIGGEST FINANCIAL DRAIN ON THE FEDERAL GOVERNMENT?

FOLD PAGE OVER LIKE THIS!

A▶◀B FOLD BACK SO "A" MEETS "B"



DEFENSE

CONTRACTORS

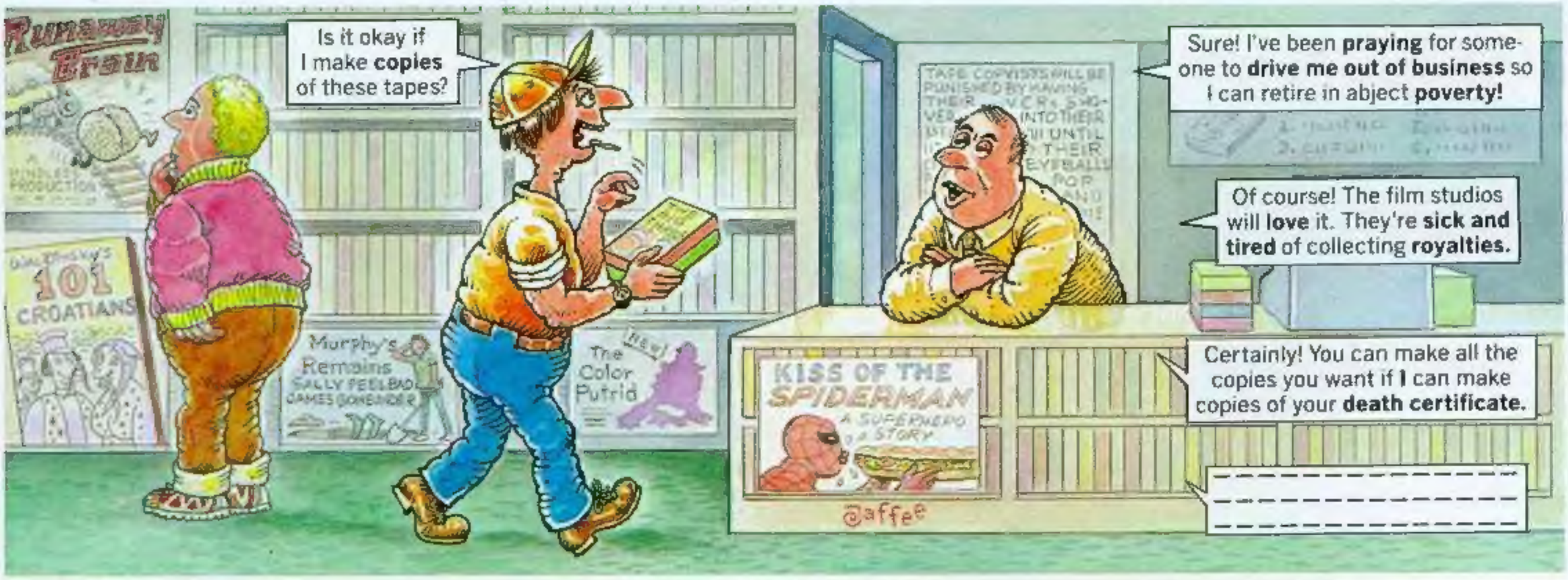
A▶◀B

WRITER AND ARTIST:
AL JAFFEE

SNAPPY ANSWERS TO STUPID QUESTIONS IN A VIDEO RENTAL STORE

TAPE RENTAL RULES
NO BREAK!
NO LOSE !!
NO COPY !!!
OTHERWISE
NO LIVE!!!!
Going to watch a few movies?
PIZZA'S HONOR
STARRING JACK OREGANO AND ANJELICA MOZZARELLA
No, I'm a miserable sinner and my punishment is carrying this load around for the rest of eternity.
No, I'm just borrowing these to stand on so I can reach things on the top shelves of the supermarket next door.
BEVERLY Carp HILLS
ROCKY VIII
Films? My goodness, I thought this was a shoe store for people with tall narrow feet.
BIMBO II
BLOODBATH IN ASIA
SYLVESTER STANDALONE KILLS EVERYONE WITH HIS BARE HANDS

XXX RATED TAPES
KINKY XXX KASSETTES
GROSSBUSTS
ENEMA MINE
Are these films dirty?
No, the triple X is simply the film-maker's signature.
No, these are educational training films for perverts.
Yes, they're dirty, but forget it! I can tell they'd be too tame for the likes of you!
STAR WARPS
I WAS A TEENAGE SEX THERAPIST


Is it okay if I make copies of these tapes?
101 CROATIANS
Murphy's Remains
The Color Putrid
Sure! I've been praying for someone to drive me out of business so I can retire in abject poverty!
Of course! The film studios will love it. They're sick and tired of collecting royalties.
KISS OF THE SPIDERMAN
Certainly! You can make all the copies you want if I can make copies of your death certificate.
Jaffee

ARTIST AND WRITER: AL JAFFEE